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WEEKLY



THE AMERICAN
INSTITUTE OF ARCHITECTS
1939 OCT -4 AM 9:27

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THE AMERICAN INSTITUTE OF ARCHITECTS

FROM THE SEPTEMBER 16 ISSUE OF THE CONSTRUCTION NEWS, OFFICIAL NEWS
LETTER, CONSTRUCTION LEAGUE OF INDIANAPOLIS.

By E. D. Pierre, President, Indiana Chapter, A. I. A.

OBJECTS—To organize and unite in Fellowship the Architects of the United States of America; to combine their efforts so as to promote the aesthetic, scientific and practical efficiency of the profession; to advance education in architecture and in the arts and sciences allied therewith and to make the profession of ever increasing service to society.

These are the objects of the Institute. The principles are eternal, but the needs of society are not static and their demands are ever increasing. May I be bold enough to suggest additional objects brought about by these ever increasing demands of Society:

TO GUARD AND FOSTER THE INTERESTS OF ITS MEMBERS; TO ENLIGHTEN AND DIRECT PUBLIC OPINION AND RELATIONS IN REGARD TO THE GREAT PROBLEMS OF ARCHITECTURE AND BUILDING AS IT AFFECTS THE COMMUNITY, SO THAT THE PROFESSION SHALL BECOME MORE CAPABLE AND HONORABLE WITHIN ITSELF AND MORE USEFUL TO THE PUBLIC AND TO THE COMMUNITY, THE STATE AND THE NATION, SO THAT IT WILL RECEIVE THE RESPECT AND SUPPORT OF THE ENTIRE BUILDING FRATERNITY AND THE COMMUNITY TO WHICH ITS HONORABLE HISTORY AND GREAT ACHIEVEMENTS ENTITLE IT.

I propose the entire profession participate in the remolding of these objects so they will better serve the needs of the day, and when they are completed become part of the ritual of every chapter. When the original objects were drawn it was beneath the dignity of the architect to seek. He was content to be sought. Herein lies the difference between the Institute as it is and as some think it ought to be.

To conform the Institute to the present needs of the profession and the nation should be the first duty of every self-respecting architect. The changes needed are not structural as much as mental — OF THE SPIRIT AND THE WILL.

ARCHITECTURE IS A FINE ART but it is also a business. All will agree that the term "Architecture" applies to something of great human use and value. If this be true, then the two dimensional definition is obsolete. Referring to architecture as something other than structures is to minimize its great human value. Architecture is not the product of the architect alone. It is the product of all factors of design, construction, craftsmanship and materials.

This is one fundamental lesson many of the profession have not yet learned. Too many think in terms of wash drawings, sketches, blue prints and flowing ties instead of human values.

It should be consoling to the profession that architecture is a fundamental need of society and that the architect will always be with us in some form. The conditions surrounding that form should be of increasing concern to every member of the profession.

Architecture as a business—The majority of all structures serve a business purpose and the profession of architecture, if it is to endure, must be conducted according to modern principles of business. This is a dictate the profession no longer can ignore.

The public is interested in shelter—Beautiful and Otherwise. It is also interested in the simplest manner of procurement. The architect's methods must be simplified in the public mind. The Institute should recognize these practical demands.

What the Institute Can Do.—Provide a popular service to architects that will better fit him to meet the encroaching attack of his competitors. To make the architect of ever-increasing service to his community:

1. Develop him as a leader in the community.
2. That will aid him in getting work.
3. Provide aids and helps that will reduce his costs and increase his profits.
4. That will improve his service to his clients.
5. That will improve his economic status.
6. That will protect his interests.
7. Last but not least, serve him as he wishes to be served.

The Institute Must Provide the Leadership—Visualize a leadership in the Institute that developed the

See A. I. A.—Page 3

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WEEKLY BULLETIN

A. I. A. (Continued from Page 1)

imagination, the initiative, the sales and business judgment, the leadership of the profession; that envisioned a plan whereby the architect would become the natural leader in community development. This will require the employment of a two-fisted, hard-headed, sales executive and a competent force.

If we are to compete against such competitors as the producers of building materials and equipment, the realtor, the speculator, the banker and others, we must do as they do—**EMPLOY BUSINESS TACTICS.**

New Horizons—The profession of architecture is the most under-rated of all fields of human activity. Young men and older men are deserting it for richer fields, when in reality the architectural profession has a brighter future than any other profession—If it will realize its importance and meet the present day demands.

There are lots of things to be done. We still have slums and declining neighborhoods and mean ugly cities and towns and low standards of building and planning and city planning is in its infancy. With new methods and new materials at hand ready to use—**WHAT A HORIZON!**

The architects of America will pour into the coffers of the Institute many, many times the amounts now being paid and they will be glad to do so. There are still other sources that have not yet been tapped that would provide enough money to make the architect the national hero.

Architectural Leadership—Again we come back to the objectives of the Institute—**To organize and unite in fellowship the architects of the United States of America:**

There is only one nation to build and one profession to build it and there should be only one national organization of architects to represent all the interests of all of the profession; this national organization is logically **The American Institute of Architects**; the membership should be increased to approach the qualified membership of the profession; the policies of the Institute should be liberalized so they will the more broadly serve the needs and problems of the profession so the Institute will function as a truly democratic institution; the Institute should continue to maintain its high ethical standards and other requirements, and these requirements should be rigidly enforced, the Institute should proceed to adopt such measures as may be necessary to the assumption of its full responsibility to the nation as the undisputed leader in architectural affairs; a new department should be instituted to take care of the activities called **"SCIENTIFIC AND PRACTICAL EFFICIENCY"** in the objects of the Institute's By-laws. A service charge to all Institute members will be gladly paid if value is rendered. This amount will be considerable in excess of the present needs. The architect should seek the cooperation of other sources of finance. Funds are available to him for the asking in conformity with the highest ideals of the profession.

Institute Members—Any architect duly qualified by examination in any state having a license law should be invited to join as an Institute member.

Chapter or Associate Members—Any architect licensed to practice architecture in any state should be invited into the Chapter as Associate or Chapter member in that state. Members licensed under the "Grandfathers' Clause" should be induced to have their status changed to senior classification by examination. All objectionable features to this process should be eliminated.

Junior Members—The Junior Membership should

include every self-respecting student and draftsman studying architecture.

Honorary Membership—This classification should be increased to include all who deserve the recognition, and a plan for selection be developed.

The Chapters—More consideration should be given to the desires and needs of the chapters. The Chapters are in the field of action and should have more expression in the affairs of the Institute.

Regions—The regions should be organized with duly elected officers. Frequent conferences and meetings should be arranged. **National representation from any region should be determined by the region to be represented.**

The Institute—To say that the Institute will not conform to these broader purposes is to say the Institute closes its eyes to its duty and its opportunity. No structural changes will be required. It is merely the spirit of the interpretation of the objects that need to be changed. We are approaching another national convention. Many subjects will be discussed, but there will be none more important than the question of membership. There should be only two considerations to determine the eligibility of an architect: His character and his ability. Whatever is finally done should be based on good old American principles of democracy, good will, loyalty and service.

THE SECOND OBJECTIVE—**To combine their efforts so as to promote the authentic and practical efficiency of the profession.**

Youth—Institute an inspired program for the youth of the profession, encourage interest in the mentor system.

Recognition—Establish a national system of awards with local application for rewarding conscientious service and meritorious work; put spirit into this recognition. Federal public works should be the basis of rewarding the conscientious architect.

Standards—Establish practical building standards, codes, etc. and adopt a label for use on buildings conforming to these standards. This will be the "Hall Mark" of building value.

Survey—Make a survey of the human and physical resources of the profession and gain some knowledge of the needs and opinions of architects.

Advisory Service—Establish an advisory system that will recognize the specialists of the profession and enable them to render assistance to the younger and less competent practitioner.

The Industry—Enlist the support of the industry to the standards of the profession; assist in the correlation of the factors of design, construction, craftsmanship and materials and the creation of an efficient industry.

Housing—Millions of homes will be built and the architects propose stock plans as the answer. It will require more than this. It will require the institution of a Small House Exchange that will draw into the most efficient arrangement the men of the profession who are competent to design these homes. There is a scientific approach to the problem that the Institute has not discovered as yet.

Publications—To do something about the architectural publications so they will represent the profession and not the publisher.

Finally—To envision a program that will really combine the efforts of the profession will require a cooperation based on personal gain. There are several ways to accomplish this.

THIRD OBJECTIVE—**To advance education in architecture and in the arts and sciences allied therewith and make the profession of ever-increasing service to society.**

Spirit—To pursue a course that is understandable by all, that will encourage hope, loyalty and develop a feeling of security and a spirit worthy of the profession.

Program—To discover and put into action a community service program that will be recognized by the profession, the industry, the public and the Government as the soundest plan for building communities.

Demonstration—To demonstrate the merits of this program in one or more communities.

To Educate the Public to the value and possibilities of the Program.

The Government—To work with the Government and to seek approval and cooperation in return.

To Take Charge of building affairs in America and to give aid where aid is needed to correct evils that may exist and to give aggressive leadership to the good that now exists.

Increasing Service to Society—To arouse the nation to the fact that in America people are living under conditions that are not good for the future of America and that the existence of this condition is somebody's responsibility.

Responsibility—To insulate in each member of the profession a sense of public responsibility so the profession can discharge efficiently and well the full measure of its responsibilities.

IN CONCLUSION — Somewhere in America is a **MAN** who by virtue of his character and his possessions is fitted, respected and qualified to assume national leadership in a movement **TO MAKE AMERICA A BETTER PLACE IN WHICH TO LIVE, WORK AND INVEST.** Accept no other for he should have no peer for unselfish interest and powerful leadership and he should be prevailed upon to accept the responsibility of that leadership by virtue of the blessings bestowed upon him. Under his inspiring guid-

ance men will spring up who will accept the civic leadership in the various communities. Soon a rivalry of communities and leaders will be created that will make them **MORE AMERICAN—MORE CHRISTIAN.**

THE AGGREGATE OF THIS EFFORT can only mean a nation of nobler ideals and purposes, higher standards of living and a new order of relationships. **A nation busy building for higher living standards — A NATION REDEDICATED TO THE NOBLER PURPOSES FOR WHICH IT WAS FOUNDED.**

PROFESSOR LORCH MADE FELLOW OF INSTITUTE OF ARCHITECTS

Emil Lorch, professor of architecture, College of Architecture and Design, University of Michigan, was elected a Fellow of The American Institute of Architects, Thursday, at its Seventy-first Annual Convention in Washington.



Prof. Lorch

The award, which is of the highest bestowed by the national body, is in recognition of Professor Lorch's "Notable contributions to the advancement of the profession of architecture and design, in literature and in educational service to the Institute and to his Chapter."

Professor Lorch, a member of the Detroit Chapter, has served on its board almost continuously for many years, doing outstanding work in the field of education, registration, allied arts and many other fields. He was born in Detroit and educated in such institutions as Massachusetts Institute of Technology, Harvard, Art Institute of Chicago, Armour Institute and many others, from which he holds degrees.

He has traveled and studied in Europe and has made his life work the field of architectural education, having held professorships in many of the leading architectural schools of this country. He is a lover of all the arts and, himself, quite musical. From 1895 to 1898 he was instructor at the Detroit Musical Arts School.

Professor Lorch has also been a consulting practicing architect. He was architect for and member of the Detroit Belle Isle Bridge Commission.

In the field of architectural registration he has made distinct contributions, both as a member of Michigan's first board, a position he held for many years, and through the organization of the National Council of Architectural Registration Boards.

He was instrumental in the formation of the Association of Collegiate Schools of Architecture and served as its president from 1921 to 1923.

As a charter member of the Michigan Society of Architects he has been closely identified with its growth during the past twenty-five years.

Professor Lorch, whose home is at 1023 Forest avenue, Ann Arbor, is a member of Tau Beta Pi, Alpha Rho Chi, Tau Sigma Delta, University Club and University Golf Club.

ON THE AIR

**TUNE TO WWJ—THURSDAY,
OCTOBER 5, 9:00 A. M.**

Miss Dorothy Spicer of that station, conducting a Women's program, will interview Talmage C. Hughes, on architectural subjects of interest to laymen.

WEEKLY BULLETIN

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FAMED CONGRESS HOTEL TO GO UNDER HAMMER

Readers of this column who have patronized Chicago's famed old Congress Hotel will be sorry to learn that the hotel will be sold at auction to satisfy the defaulted mortgage for \$1,400,000 held by the Reconstruction Finance Corporation. Date of the sale was not announced at the time this was written, but it is thought that it will be in a few weeks. Long a favorite hotel in Chicago and once the headquarters of almost the entire automobile trade during the automobile shows, and frequently headquarters of national politicians during party conventions, the old hotel maintained a high standard of service and was famous for food. Its difficulties are traceable to a failure to modernize. Just prior to the opening of the Century of Progress in 1933, the Congress was one of the few large hotels in Chicago which was not deeply in debt, going into receivership or in some other kind of financial trouble. Then came the tragic consequence of failure to modernize and the horrible amoebic dysentery plague which attacked a number of visitors to the hotel during the Fair, numbering among its victims the famed Texas Guinan, night club hostess of the bootleg era. Although the hotel's entire plumbing system was ripped out and modernized and many thousands of dollars spent in rehabilitation, the damage had been done. People who had patronized the hotel for many years could not forget the plague of disease which was said to have begun in the hotel. Patronage fell off until it was no longer possible to operate the hotel profitably. Taken over by a famous hotel management corporation which was expected to pull it out of trouble, the hotel still floundered and failed to win back its old prestige and patronage. It is now anticipated that the RFC will acquire title to the hotel and lease it to a management corporation for continued operation.—**American Business**

NEW APARTMENT PROJECT

A new one million dollar apartment development on East Jefferson avenue just east of Memorial Park has been announced by Mrs. Stuart A. Courtis, Mrs. Peter Dolese and Mrs. Joel H. Prescott, owners of the property.

The three women are daughters of the late Joseph F. Weber. The apartment will house 170 families and will incorporate unusual features in design and construction, according to Smith, Hinchman and Grylls, Inc., architects.

The property is approximately 400 feet wide and extends to the Detroit River, just across the park on which The Whittier faces. The building will occupy a depth of 700 feet and will be a series of four connected units facing Memorial Park. The units will be three stories high, with an added duplex story in each.

Individual homes in the apartment will range from two-and-a-half to five rooms. A private drive from Jefferson will extend the entire length of the project, providing easy access to each unit and ample parking space for tenants.

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FRUITS OF FAME

PRIVATE LIVES, a daily cartoon by Edwin Cox in The Detroit News, on September 7 showed a picture of Frank Lloyd Wright with the caption, "Most original American Architect is famous Frank Lloyd Wright. Most original of his famous working costumes is this one combining a hooded monk's robe with a tam o' Shanter."

To which Mr. Wright replied:

Dear Hughes: I find the fruits of fame—or is it merely notoriety—much harder to bear than good old neglect. Whistler said it—"I can take care of my enemies—but, dear Lord, deliver me from my friends."

Resolution of Northern California Chapter, A.I.A., March 28, 1939, "That the practice of requiring a list of sub-contractors to be submitted with each bid for a general contract, and that the acceptance of the listed sub-contractors by the successful general contractor be strongly recommended to all members of the Chapter." The Secretary of the Chapter under date of May 26, 1939, advises further that "Since the March meeting, it has come to our attention that several of the local building organizations are not in complete accord with the practice of requiring a list of sub-contractors to be submitted, etc., and we will not take any further action in the matter until a complete analysis has been made."

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 Washington for approval.
 2 sty. and bmt. mercantile bldg., Ann Arbor, Mich.
 Bids closed.
 3 sty. and bmt. apt. bldg., Jefferson Ave. Belvidere
 Land Co., 24 units, Iroquois & Jefferson Aves. Bids
 closed.
 Prep. plans for Commercial Bldg. & 2000 seat Thea-
 tre - McNichols & Myers Rd.
 Garage and sales room on Mitchell, north of Caniff
 ave., for Margolis Auto Sales Co., Taking figures.
BENNETT & STRAIGHT—13526 Michigan Avenue —
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KEYES, HUGH T.—747 Free Press Bldg.
 Fig. on res. for Mrs. Gilbert W. Lee, Lee Gate, G.
 P. F.—closed.
MALCOMSON-CALDER & HAMMOND, 1219 Griswold.
 Fig. on equipment, School of Music, Michigan State
 College. — closed.
MERRITT & COLE, 1111 Collingwood.
 Church, Brightmoor, Mich., Figures closed.
 Fig. on Covenant Lutheran Church. Closed.
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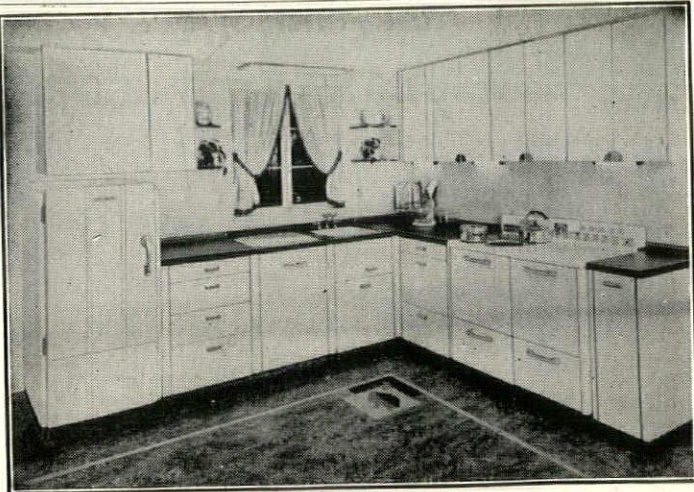
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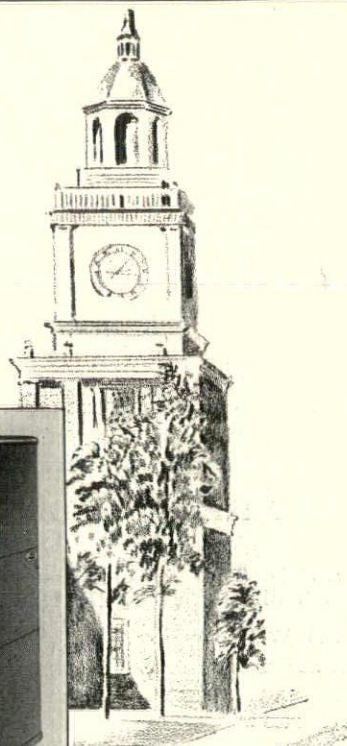
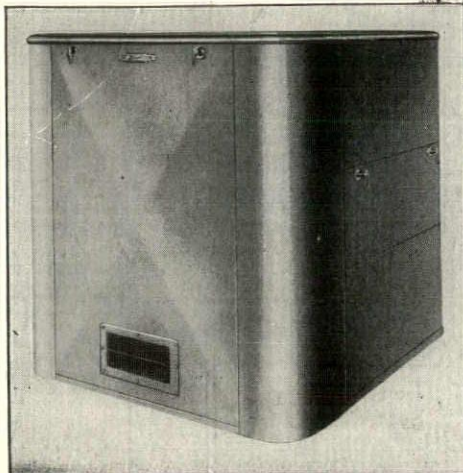
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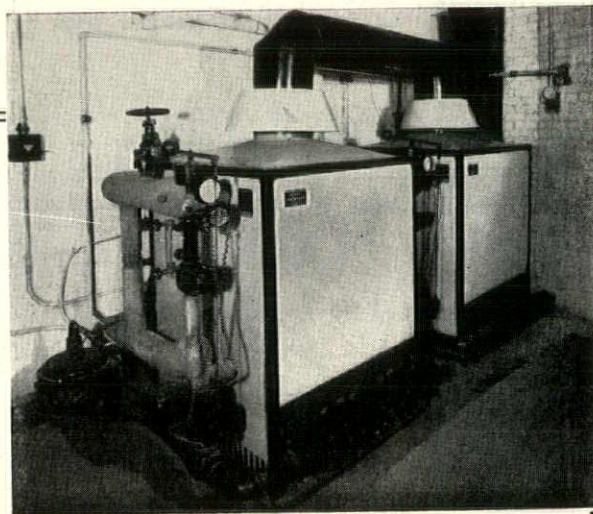
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WEEKLY BULLETIN



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Volume 13

DETROIT, MICHIGAN, OCTOBER 10, 1939

No. 41

71st A. I. A. CONVENTION

A Few Sidelights

Sunday, September 24, architects of the nation descended upon Washington. The directors, including our own Clair W. Ditchy, had been there for several days, and they remained there to continue their sessions for several days after the Convention closed Thursday afternoon.

Delegates from the Detroit Chapter included Robert B. Frantz, Branson V. Gamber, Talmage C. Hughes, Arthur K. Hyde, Emil Lorch and Henry F. Stanton. Alternates were Cornelius L. T. Gabler and Lancelot Sukert.

Delegates from the Michigan Society of Architects, a state association member, who are also members of the Institute, were Kenneth C. Black, president of the Society, and William D. Cuthbert.



Members of the Detroit Chapter in attendance were Messrs. Bennett, Black, Cuthbert, Ditchy, Frantz, Gabler, Gamber, Haas, Hebrard, Hughes, Albert Kahn, Kasurin, Lorch, Fred O'Dell, Stanton and Sukert. And, of course, we were glad to have with us our former member, Frank Corder.

Other architects, members of the Michigan Society of Architects, in attendance were Messrs. Blakeslee, Caldwell and Langius.

Pres. Maginnis

The Producers' Council Club of Michigan were represented by Bob Bishop; Pat Wardwell, National Director, and Paul R. Marshall.

Michigan ladies present were Sybil Bennett, Margaret Blakeslee, Viola Caldwell, Bernice Ditchy, Sally Frantz, Lillian Gabler, Peggy Hebrard, Mrs. Kasurin, Dorothy Langius, Mrs. Lorch, Charlotte O'Dell and Peg Sukert. We were glad to see Neil Gabler's grandmother apparently enjoying herself immensely.

Grand Rapids Chapter was represented by John P. Baker. We missed Roger Allen, and others.

Among the Ohio delegates, who "worked" very

closely with Michigan, were Charlie Firestone and wife Renee of Canton, Tim Hewlett and wife Gertrude of Toledo, Harold Munger and wife Lela of Toledo. Charlie is president of the Ohio Society of Architects and Tim is president of the Toledo Chapter, A.I.A.

Indiana was also very close to the Michigan delegation with Eddie Pierre, president of the Indiana Chapter and his wife Louise; John Kelly and wife Dorothy and Richard Lenox and wife Eleanor.

This shows nineteen architects, thirteen ladies and three producers, a total of thirty-five from Michigan.

Washington, the city that began with a plan — and forgot to abandon it. City that has attracted the best talent and culture of our age—or before us. Washington is a city of many personalities—a fusion of all of the personalities embodied in many American cities. It is foreign, because no other American city is so consistent. It is domestic, because it is so American.

Washington is unique in that it is almost impossible to find a really bad piece of architecture—old or new.

There had to be a reason for Washington. It didn't just happen. From the beginning the leaders of our civilization—of our world—have foregathered here, men of vision, of culture, of refinement.

See **CONVENTION**—(Cont'd. on Page 4)

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IRVING K. POND

He Died in Action

Our Convention in Washington adjourned on Thursday afternoon, after having the pleasure of again meeting with our Fellow of the Institute and past president Irving K. Pond. Then on Friday, September 29 he passed away at the Mayflower. He was 82 years old.



Pond

He won the first competition for a U. S. post office building under the revamped treasury act in 1905 (Kankakee, Illinois) and was the first to publish a scheme for a tall (20 stories) setback building (Brick Builder Dec., 1898,) some 16 to 18 years before the New York City zoning law requiring such buildings and some 20 years before one was constructed. It was about 20 years before another theatre was indirectly lighted after he opened his "New Detroit" (later burned down). In this theatre auditorium the lights were in the stage side of the transverse ceiling arches. In the foyer the lights were in the ceiling and wall coves—in the modern manner. The house was opened on September 5, 1887, two years and four months before Sullivan opened his Chicago Auditorium, in which the decorative motive of the New Detroit was used, but not the lighting, which in the auditorium was about as bad as could be.

Mr. Pond was born in Ann Arbor, May 1, 1857. He graduated from the University of Michigan in Civil Engineering in '79, and received an honorary master's degree in 1911, as well as an honorary doctor's degree in 1930. He traveled and studied abroad in 1883-4. He is past president of The American Institute of Architects; Chicago Chapter A.I.A.; Illinois Society of Architects; The Cliff Dwellers; The Literary Club. He was founder of the Chicago Architectural Sketch Club and served as its first vice-president. He is an honorary member of the South Bend, San Francisco, Chicago, Illinois, and Los Angeles Architectural Clubs. His honorary corresponding memberships include the Royal Institute of British Architects, German Institute of Architects, Central Society Austrian Architects.

For years he was vice-president of the Circus Fans Ass'n. of America. With his brother, Allen B. Pond, he continued a partnership for 43 years. Among their outstanding commissions at the University of Michigan were The Union, The League and The Students' Publications Buildings.

"TAL" LANGIUS



Langius

The six-months-old son of Adrian Langius has been named Thomas Adrian Langius. Since his initials are T. A. L., we award to him a life subscription to the Weekly Bulletin and our best wishes for a successful career as an architect.

Incidentally, Adrian T., better known as "Gus" has just been appointed Director of the Division of Buildings and Construction, State of Michigan. He is loyal to the profession and in his new situation can be most helpful to the profession in this state.

M. M. STOPHLET

Manfred M. Stophlet, 62, well-known Toledo architect, died on September 15 at his home there, following a short illness.

He was a member of the firm of Stophlet & Stophlet, the other partner being his brother, Mark B. Stophlet, the firm was established in 1909, after he had completed his courses at Columbia University, and further training in an architectural firm of which Harry C. Wachter, E. O. Fallis, Bacon & Huber, and George F. Mills were members. He served as architect or associate architect for many of the larger buildings erected in Toledo and the northwestern Ohio area, among them being the Flower Hospital and the Lucas County Hospital.

Mr. Stophlet was born in Allen, Indiana in 1876. He became registered in Michigan June 30, 1917 and was a member of the Michigan Society of Architects.

During the World War he was City Building Inspector at Toledo.

Surviving, besides his brother, are his wife Emma; two sons, Robert Stophlet, Lima, O., and Richard Stophlet, Dayton, O.; and two other brothers, Alonzo B. and Harry S. Stophlet, Toledo.

RUDINE IN NEW POSITION

Carl J. Rudine, Ann Arbor architect, and member of the Michigan Society of Architects, has accepted a position as Architect for the Michigan State Parks Division.



Rudine

of Ann Arbor and of the City Plan Commission of Ann Arbor.

Mr. Rudine has been associated with the National Parks Service for the past three years. His new address will be Michigan State Parks Division, 403 Bauch Bldg., Lansing. His residence and private office are at 1518 Drexel Rd., Lansing, Michigan. Telephone Number Ann Arbor 4717.

ST. LOUIS IS CITED FOR ARCHITECTURE

The best examples of "cast iron" architecture, forerunner of modern skyscraper construction, are found in St. Louis, according to Dr. Sigfried Giedion, professor of the history of architecture at the University of Zurich.

The designs are found in business buildings built between 1850 and 1880 which are to be razed to make room for the Jefferson Riverfront Memorial park there.

Dr. Giedion said the cast iron fronts and large windows were typically American and their successful use paved the way for building present day skyscrapers. He said that St. Louis had the most extensive examples of the 1850-80 construction period. He urged preservation of representative buildings as part of the Jefferson memorial.

CONVENTION—(Continued from Page 1)

Those who have of late declared the plan of Washington a failure because it was not changed to bring it up to date each year should realize what generally happens to such a plan once the bars are let down. We in Detroit once had a perfectly good "Governors' and Judges' Plan" but when revisions began to creep in it soon became a short-sighted design for horse and buggy days, which still remains—except that many millions are being spent in a hopeless effort to correct it. The fact that Washington has so very few buildings of poor architectural design proves its plan to be good. This does not happen where uncertainty of future development exists.

Before we get too far let it be said that this is not intended to be a comprehensive report of all that took place at Convention. Having spent considerable time with our good friend, James T. Grady, the Institute Publicist, we know how well he has done and will continue to do his job, to say nothing of Henry Saylor, and Ed Kemper of The Octagon. So we present our report in the form of Horace Peaslee's streamlined specification.

First, let us say how proud we all were to have our fellow member, Emil Lorch, advanced to fellowship in the Institute as reported in the last issue of the Bulletin.

To begin, who could imagine a more pleasant trip with Paul Marshall; our president, Arthur Hyde and past president, Gamber? From Pittsburgh we had the pleasure of Art Ross' company and returning, as far as Toledo, Earl Reed of Chicago.

That memorable Sunday evening in Washington, which was quite "theatrical."

President Maginnis' opening the Convention Monday morning to consider "ways we might promote the glorious interests of architecture," and his charming manner of conducting throughout the sessions.

Two hundred architects, as many guests,—twenty seven foreign delegates.

The pleasure of seeing how efficiently James T. Grady and his organization publicize the Convention. The architects are on the map and Grady is keeping them there. Sorry William Orr Ludlow, chairman of the Institute Committee on Public Information, was unable to attend.

Reports of the excellent work done by Leigh Hunt on State Associations, and Ditchy and others on Mid-West Conference.

Pierre's "New Frontiers and New Horizons."

The sight seeing tours and excellent exhibitions.

Pencil Points' excellent Convention Number, a copy left at the door of each registrant.

There were so many meetings and side issues that one could not attend all of them, and to think Lescaze suggests more. And so, we had to depend on our other delegates to report some events. For instance, Gamber in attendance at Charlie Ingham's informal get-together in the Pan American Room, with the "Smotz Twins" of the Pittsburgh Chapter furnishing the music, that touching song, "*Beautiful Evening Star*," with Hubert Ripley adding his well known contributions.

The breakfast given by George Haas and the Stran-Steel Division of Great Lakes Steel Corporation. George seems to have a way of doing the right thing at the right time, and this occasion was enjoyed by all those present.

The Producers' Council Dinner and luncheon, as

A TENTATIVE ZONING ORDINANCE DRAFT

A Zoning Ordinance draft should be drawn so as to be adaptable and applicable to a municipality somewhat as a tailor fits a garment to the customer. There are many good tried and proven ordinances in our country. An attempt has been made in our completed tentative Zoning Ordinance draft to incorporate the best features of all the other good ordinances into one composite draft so as to embody everything deemed particularly suitable to Detroit.

There are only a limited number of copies of the tentative draft available because it is tentative and subject to changes, modifications, and additions. The commission desires to place these where they will be best used and do the most good to the greater number of interested people. This is being done now to save time, so that while the Zoning Use, Height and Bulk Maps are being prepared, we can have the benefit of the advice, suggestions, and constructive criticism of all interested departments, agencies, and citizens.

Immediately as the Zoning maps are completed and the Zoning draft is corrected to date, public hearings will be held for the purpose of explaining and informing interested groups regarding the text and district boundaries. The time needed for these hearings is dependent on the interest and demands of our citizens. When the hearings are completed the City Plan Commission will forward the final draft and supporting maps, with recommendations, to the Common Council. It is mandatory also that the Common Council hold public hearings so that all interested parties are assured of an opportunity of being heard.

Detroit has lost so much from lack of a Zoning program that everything possible should now be done to make any proposed Zoning enactment the very best that careful, analytical, scientific study, comparison, foresight and sound dependable judgment can accomplish.

This Commission desires and solicits the informed, constructive interest and participation of all our people.
H. L. R.—*The Planner*.

For the first time in its history Common Council has passed an interim zoning ordinance, restricting building operations in the area bounded by McNichols road, Wyoming, Pembroke and Livernois avenues.

Reason for the interim ordinance was that residents in the neighborhood feared an apartment house and bakery, for which plans have already been drawn, would be constructed before the complete ordinance is ready.

always highlights of the Convention.

Must have been a rare event when President Maginnis, Sir Raymond Unwin, Frank Lloyd Wright and others were dinner guests of Mr. Nathan Straus.

Congratulations to our new president, Edwin Bergstrom; vice president, Dean Emerson; treasurer, John Fugard, and Gulf States Director, Frazer Smith.

Our faith in and love for our fellow architects have been renewed, and we feel sorry for those architects who do not avail themselves of this opportunity.

And while the loss of such a president as Charles D. Maginnis seems irreparable, Ed Bergstrom will undoubtedly carry on in that manner for which he has become so well known.

ALLEN (YOU REMEMBER ALLEN) MAKES A FEW OBSERVATIONS ABOUT THE PRINCESS ALEXANDRA KROPOTKIN, THE EDITOR OF THE FORUM, PIERRE, ALLEN'S NEW BRIDGEWORK AND THE WAR IN EUROPE. DON'T MISS THIS IF YOU CAN.

I can no longer keep silence. In a recent issue of "Liberty" magazine in the department conducted by the Princess Alexandra Kropotkin, there were some references to my old and valued friend Howard Myers, editor of the *Architectural Forum*.

The Princess Alexandra, or "Toots" as we boys around Hook and Ladder Company No. 8 call her, states that Howard still has every necktie he wore in college.

Is that so, you old Princess Alexandra Kropotkin, you!

As a matter of cold fact, Howard never wore neckties when he was in college.

Or shoes either.

It is not generally known that Howard and I were classmates. We were both members of the class of '01, at the Cincinnati School of Fine Arts and Practical Embalming in Ten Easy Lessons. Vincent Fagan, now of the Department of Architecture at Notre Dame, was dean of the school at the time and he expelled both of us for conduct unbecoming a pall bearer. It seems like only yesterday! Time Marches On, and today Howard is editor of the *Forum* and rolling in wealth. I am an architect, and rolling.

This brings us to an article in the current Bulletin by good old Ed Pierre, the Hoosier Hot Shot, who was our host at the Midwest conference at Notre Dame, or rather one of our hosts, and a very good host he was. Art Hyde and I learned a lot at that conference. Chiefly that you cannot order roast beef on Friday night at the Notre Dame dining hall. You can order it, but what comes out? Herring. "You had better not eat that," Art says to me with a leer, "as you are hard of herring already." I reported him to one of the prefects.

Well, to get back to this article by Ed Pierre, I liked it very much, all but one part. He says one of the objectives of The Institute should be to "do something about the architectural publications so they will represent the profession and not the publisher." Ed, you are now treading on dangerous ground. Do you mean that all architectural journals should resemble The Octagon? The Octagon is certainly published for the benefit of the profession and not the publisher, and a very admirable journal it is, but it certainly could not take the place of the *Forum*, the *Record*, or *Pencil Points*, could it? Not even the *Bulletin* of the M.S.A. could do that. Besides, what is it that the architectural journals do that you consider is against the interests of the profession and for the benefit of the publisher? When The *Forum* makes available to a very large audience outside the profession, by means of special small house numbers, etc., the news that houses designed by architects are generally superior to those not so designed they are doing something for the profession that the profession can not, or at least does not, do very well for itself.

As a matter of personal opinion, it has always seemed to me that architectural journalism in the United States is on a higher plane than anywhere else. This is a field of writing that has always fascinated Tal Hughes and me, and I think Tal and I have studied architectural publications from every corner of the globe with as much interest and perse-

verance as any other pair of architects in the United States. What English publication is there that compares with the *Forum* either in content or appearance? I know of none, and I've seen most of them.

I trust that so intelligent a fellow as Ed Pierre is not falling for the old supercilious idea that because a magazine is edited for the purpose of making some money it must necessarily be inferior to one that does not make money, but loses it in large gobs. In the final summing up every magazine and every book gets the audience it deserves. An architectural journal will not get the advertising it needs to pay its way unless it is edited with a professional competence that attracts sufficient reader interest so that the advertising will be read. I think that our architectural journals are so edited; I am unable to see where there is any major conflict between the objectives that the profession is trying for and those that the publishers have in mind.

It will be a good idea for Ed Pierre, one of the nicest guys I know, not to say any more things like this that have a tendency to make me grind my teeth because I have just had my teeth extensively and expensively remodelled and I do not wish to get so excited that I will swallow any bridgework. Ed is going to be sorry if he does this and then gets a bill from my dentist, and my dentist will send anybody a bill at the drop of a hat or even a beret.

This clears up everything nicely except the European war. I have thought the matter over and decided that Hitler, a former paper hanger, was a much nicer character when he was hanging paper instead of crepe.

ANNUAL MEETING

Detroit Chapter

The American Institute of Architects

HOTEL FORT SHELBY

Wednesday, October 18

Dinner at 6:30 P. M., \$1.50

BOARD OF DIRECTORS WILL MEET IN
THE WAYNE ROOM AT 5:00 P. M.

At this meeting Chapter officers and directors for the coming year will be elected, reports will be heard from officers and committees covering the past year's activities and if time permits there will also be reports from delegates to the Institute's Seventy-first Annual Convention.

This is an important Chapter meeting and should prove interesting to all members. President Hyde urges that members cooperate in attaining at this meeting a record attendance. Return cards will be mailed to members later—but mark your calendar now.

ARCHITECTS' REPORTS

AGREE, CHAS. N.—Book Tower, Detroit

Prep. plans for Commercial Block consisting of nine stores, a super station and two thousand seat theatre on the N.E. corner of McNichols Rd. and Myers Rd. for six Myers Corporation owners.

Prep. plans for one story store bldg., consisting of three stores located on corner Grand River and Archdale aves., N. H. Sobel, owner.

Prep. preliminary plans for a store and theatre bldg. on South Mich. Ave., Dearborn.

2-sty. and bmt. mercantile bldg., Ann Arbor, Mich. Postponed until Spring, 1940.

3-sty and bmt. apt. bldg., Jefferson Ave., Belvidere Land Co., 24 units, Iroquois & E. Jefferson Aves. Gen. Cont. let to Pierce & Fader Co., incl. hdw.; Plbg. & Heat., Maurice Garelik Co.; Oil Burner, S. S. Perry Co., Elec. Light Stone.

Garage and sales room on Mitchell, north of Caniff Ave., for Margolis Auto Sales Co., conts. let to Wm. F. Denske, Masonry; Sterling Structural Steel Co., steel & iron; Ruben Bassin, Carpentry; Milbrand Roofing Co., roofing & sheet metal; U. S. Gypsum Co., Gypsum roof; West Detroit Glass Co., Glass & Glazing; B. Ketat, Electrical. Remainder of trades have not been let yet.

Prep. plans for 3 stores, Archdale & Gd. River.

BENNETT & STRAIGHT—13526 Michigan Avenue — Revised plans of Van Dyke Theatre.

GIFFELS & VALLET, Engineers,

ROSSETTI LOUIS, Associate, 606 Marquette Bldg.

Bids close Oct. 11 on power piping — Municipal plant Holland, Mich.

HABERMAS, CARL, 415 Brainard.
Res. Grosse Pte Shores, 72'x30'.

HARLEY & ELLINGTON, 1507 Stroh Bldg. Gen'l. Con. on Liebmann Breweries, Brooklyn, N. Y. let to Industrial Engineering Co., N. Y. City.

KASURIN, JOHN, Hotel Park Ave., Detroit.
Prep. plans for store and apt. bldg., for H. A. J.

KEYES, HUGH T.—747 Free Press Bldg.
Fig. on res. for Mrs. Gilbert W. Lee, Lee Gate, G. P. F.,—closed.

MALCOMSON-CALDER & HAMMOND, 1219 Griswold.
Equipment, School of Music, Michigan State College. Contracts let.

MERRITT & COLE, 1111 Collingwood.
Church, Brightmoor, Mich., Figures closed.
Fig. on Covenant Lutheran Church. Closed.

STAHL, JNO & CO., 820 Francis Palms Bldg.
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Taking fig. (by invitation) Grace Presbyterian Church.

WRIGHT & ROGVOY—418 Fox Bldg.
Fig. on alt. to 4 stores—Mack-Uptown thea. closed.
Taking fig. on Bar—Woodward ave. and Montcalm.

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Of Weekly Bulletin, Michigan Society of Architects, published weekly at Detroit, Michigan for October 1st, 1939.

State of Michigan
County of Wayne, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Talmage C. Hughes, who, having been duly sworn according to law, deposes and says that he is the Editor and Publisher of the Weekly Bulletin, Michigan Society of Architects and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933 embodied in section 537 Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Talmage C. Hughes, 120 Madison Avenue, Detroit;

Editor, Talmage C. Hughes, 120 Madison Avenue, Detroit;

Managing Editor, None;

Business Manager, E. B. Fauquier, 120 Madison Avenue, Detroit.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of the names and addresses of the individual owners total amount of stock. If not owned by a corporation, must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

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Volume 13

DETROIT, MICHIGAN, OCTOBER 17, 1939

No. 42

CHAPTER PROGRAMS ARRANGED

Richard H. Marr, chairman, Detroit Chapter, American Institute of Architects' Lecture and Program Committee, called a meeting of that group at Hotel Fort Shelby on October 11th.

In addition to Mr. Marr other members of his committee including Wirt C. Rowland, Emil Lorch and Lyle Zisler were present, as well as Paul R. Marshall, representing the Producers' Council, Arthur K. Hyde and Talmage C. Hughes, president and secretary of the Chapter.

A rather complete schedule of meetings for the coming year was worked out. On October 24th Mr. Albert Kahn's talk at the Detroit

Marr

Institute of Arts is to be preceded by a dinner meeting of the Detroit Division, Michigan Society of Architects, at Wayne County Medical Society Building.

On November 7, Mr. Ditchy's lecture on "The Small House Problem" at the Institute of Arts will be preceded by a Chapter dinner meeting at the Wayne County Medical Society Building and the same arrangement has been made in connection with Mr. Kenneth C. Black's talk at the Institute of Arts on December 5th.

Negotiations are now in process to secure for the January meeting of the Chapter an illustrated lecture on buildings at the New York World's Fair. Also in January the joint meeting of the Producers' Council Club of Michigan and the Detroit Chapter will be held, the exact date to be announced later.

The February meeting has been set aside for a symposium on a subject to be determined at a future date, with outstanding speakers on each side and a toastmaster to add some humor and interest.

In March, as has been the custom, the Chapter will dispense with its monthly meeting and join with the Michigan Society of Architects in their Annual Convention.

The April meeting has been left open; while the May meeting has been scheduled for Ann Arbor.

Should the A. I. A. Convention be held in Detroit in May, then the Ann Arbor meeting of the Chapter will be advanced to April.

To Members, Detroit Chapter, A. I. A.

ANNUAL MEETING

Detroit Chapter

The American Institute of Architects

HOTEL FORT SHELBY
WEDNESDAY, OCTOBER 18

Dinner at 6:30 P. M., \$1.50

BOARD OF DIRECTORS WILL MEET IN THE
WAYNE ROOM AT 5:00 P. M.

At this meeting Chapter officers and directors for the coming year will be elected, reports will be heard from officers and committees covering the past year's activities and if time permits there will also be reports from delegates to the Institute's Seventy-first Annual Convention.

This is an important Chapter meeting and should prove interesting to all members. President Hyde urges that members cooperate in attaining at this meeting a 100 per cent attendance.

At a meeting of the Board of Directors held on July 20th, Arthur K. Hyde, president of the Chapter named James A. Spence (chairman), George M. McConkey and C. William Palmer as a Nominating Committee to prepare a slate of officers and one director to serve the Chapter during the coming year.

At the same meeting the Board elected John C. Thornton (chairman), Henry F. Stanton and William D. Cuthbert to prepare a separate slate. The reports of these committees are as follows:

President's Committee

For President Arthur K. Hyde
For Vice-President Robert B. Frantz
For Secretary Talmage C. Hughes
For Treasurer Malcolm R. Stirton
For Director Clair W. Ditchy

Board's Committee

For President Arthur K. Hyde
For Vice-President Richard H. Marr
For Secretary Talmage C. Hughes
For Treasurer Malcolm R. Stirton
For Director Ralph R. Calder

Election will take place at the Chapter Annual Meeting to be held at Hotel Fort Shelby, Wednesday evening, October 18th.

Other nominations may be made from the floor at the Annual Meeting.

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Ann Sheridan—Dead End Kids
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SAT., 11 P. M. John Howard
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SUN., MON., TUES. OCT. 22, 23 & 24
Louis Hayward—Joan Bennett—Warren William
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DETROIT, MICHIGAN

GEORGE HAAS TO BE HOST TO ARCHITECTS

George J. Haas, our fellow member of the architectural profession, who is now sales manager of Stran-Steel Division, Great Lakes Steel Corporation, has arranged for an interesting and instructive inspection tour of the Ford Foundation Housing Project on Thursday, October 19th.



Haas

This is in response to many inquiries he has had from architects about this interesting development.

All architects are invited to meet at the office of the builder of the project, which is on Airport Drive about one mile west of the Ford Rotunda. Drive out Michigan Avenue to Greenfield Road, then south to Airport Drive. The project of-

fice is near this intersection. The group will meet there at 3 P. M., to be conducted through the development. From there they will go in a group to Dearborn Inn for a complimentary dinner.

About 8 P. M. the party will leave for an inspection of the Great Lakes Steel Corporation's Rolling Mill at Ecorse, which in the trade has been designated as the "Miracle Plant." This plant of the parent organization of Stran-Steel was in eight years developed into the widest continuous strip mill in the world.

It has been said with a great deal of justification that one does not have to go to the World's Fair to see something most unusual and worthwhile, such as this mill.

Return cards have been mailed to all architects registered in Michigan and if you have not already returned your reservation card please do so at once, as this is a rare opportunity for you and your chief draftsman, specification writer and all others on your staff who might be interested to spend a most profitable and interesting few hours. Please state on the card the number of reservations you desire for the dinner at Dearborn Inn.

OHIO ARCHITECTS CONVENTION

Through Mr. Charles E. Firestone, president, Architects Society of Ohio, President Kenneth C. Black of the Michigan Society of Architects, has received an invitation for Michigan Architects to attend the Sixth Annual Convention of the Architects Society of Ohio, to be held in Cincinnati, October 20th and 21st. Headquarters will be at Hotel Gibson with a registration fee of \$3.50. The guest of honor will be Laszlo Moholy-Nagy, director of the School of Design, Chicago. There will be an architectural exhibition and trips to the Taft House, Art Museum, Laurel Homes, Green Hills and other places of interest. All architects, architectural draftsmen and students are invited to attend all of the sessions and events in connection with the Convention, according to Mr. Firestone's announcement.

On Friday, October 13 Clair W. Ditchy, Regional Director of The American Institute of Architects went to New York to serve on the jury for the Annual Small House Competition of House Beautiful.

On Wednesday evening, October 18 Mr. Ditchy is scheduled to speak at the Industry Appreciation Dinner of the Toledo Building Congress.

OCTOBER 17, 1939

DETROIT DIVISION OCTOBER MEETING

The Detroit Division of the Michigan Society of Architects will hold its first fall dinner meeting at the Wayne County Medical Society Building, Woodward and Hancock Avenues, on Tuesday evening, October 24th. All architects in the Detroit area, as well as any other architects who are able to attend are cordially invited.



Kahn

Mr. Harry Nelson, who has recently returned from an extensive western trip, will show a colored motion picture, which is most unusual and interesting.

Following the dinner members will adjourn to the Detroit Institute of Arts, where in the small auditorium, Mr. Albert Kahn will lec-

ture on "Industrial Architecture." This lecture is free and open to the public.

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Last call of the season for golf and dinner fellows — and another big annual birthday celebration in honor of our twice P. P. Jess Stoddard. There will be extra special prizes. We want a special crowd.

WM. F. SEELEY, Chairman.

We returned to the hotel to get dolled up for the grand dinner of the Convention . . . so we had no knowledge that most of the tables were reserved and simply wandered in to take our luck as we found it . . . but Jimmie and I stuck together and fell in with a fine crowd from Michigan. We did have a lot of fun and the dinner was a great success. The food was, of course, followed by many enlightening and interesting speeches . . .

At this time, I had not been to Williamsburg so was willing to argue and discuss Modern Architecture, but if I had seen the "Palace", particularly the interior, I would simply have told those intellectuals to equal that room or quit.

CHARLES A. DEWEY,
in The Blue Print.

ENRICHMENT OF LIFE

The central branch, Detroit, Y.W.C.A., is sponsoring a series of talks which occur each Monday at 8 P.M. On October 9, Clair W. Ditchy, Regional Director of The American Institute of Architects, spoke on the subject, "An Architect Looks at Detroit."

On November 20th, Richard P. Raseman, Executive Secretary, Cranbrook Academy of Art, will speak on "Cranbrook's Contribution to Creative Art."

It is interesting to note that architects are more and more getting into the general field of art and education and that the public seem more interested in architecture than in the past.

PRODUCERS' COUNCIL MEET PLAN FALL PROGRAM

The producers' Council Club of Michigan held its first fall meeting at the Hotel Fort Shelby on October 9th with a luncheon in the Lafayette Room. Members present were Messrs. O'Neil, Shirley, Knowlton,



Clise

Klasgas, DeVault, Pine, Bragaw, Ainslee, Miller, Black, Clise, Glardon, Millas, Richardson, Harms, Marshall, Torbett, Wardwell and Mally. Talmage C. Hughes, architect, was a guest.

F. W. Clise of the Johns-Manville Company, president of the Club, presided. He spoke of the joint meeting of Producers in the district in connection with the Regional Meeting of Architects and Producers at Notre Dame last June and expressed the hope that this might be the means of a permanent regional organization.

A report of the recent Producers' meetings in connection with The American Institute of Architects Convention in Washington was given by Paul R. Marshall who represented the local Producers' Chapter.

President Clise called attention to the Producers' Council News, which is again being published and sent out by the New York Headquarters and also bulletins on materials and lists of members, together with technical information on products.

He stated that Mr. James W. Follin, the new executive of the National Council, had been well received by the local club, pointing out that he is already doing an excellent job.

Pat Wardwell of the Detroit Steel Products Company, a National Director of the Producers' Council, spoke on the activities of the board and further reported on the recent Washington meetings. Mr. Wardwell and Ted Morse are two directors who have been assigned the duty of contacting the Detroit Club and assisting them in any way possible. Mr. Wardwell stated that the important program ahead was primarily concerned with the spirit and personnel of Clubs and the interest of individual members in attending meetings.

He further outlined the beginning of the Producers' Council by stating that many architects had felt that information on products had been poorly presented and that even some of the best concerns had over emphasized certain points, while failing to give the architect the information which he most desired. He pointed out that since the Producers' Council has been functioning it has been the expression of many architects that the type of contact and information had been greatly improved.

A number of meetings for the coming months have been arranged, some of which are to be held jointly with the architects, and speakers of national importance have agreed to come to Detroit for these occasions.

A number of informational programs have also been arranged which the architects have found from past experience are most helpful as well as entertaining.

The Detroit Club is, undoubtedly, one of the most active in the country and a great deal of credit is due to its officers and directors. The architects here appreciate the splendid cooperation which they have always received from the Producers' Council and it is hoped that they too receive some benefits by the connection.

FRED CROWTHER THE GENIAL HOST

On Thursday evening, October 5th, a few friends of Frederick Crowther spent a most pleasant evening with him at his home near Mt. Clemens. Those present were Messrs. Earl Pellerin, Howard Simons,



Crowther

Frank Wright, Lewis Simpson and Talmage Hughes. The guests arrived early enough to see the beauty of the country side by daylight and later enjoyed a buffet supper with Fred and Mrs. Crowther.

Fred, as you know, is one of the country's outstanding architectural renders and it has been said by many the architecture of Detroit and environs has materially improved since his coming here some fifteen years ago.

Fred relates that his fate hung by a thread in those early days. As on one occasion as he was about to give up in despair and seek more fertile fields elsewhere, one architect gave him the advice to stay in Detroit and in a more material way told him where he could get a job immediately, and from then on he has been gainfully occupied in serving his confreres.

Fred is a dual personality, for while he is typically English he is one of the most loyal Americans. He has worked for architects in thirty-seven states from coast to coast. An interesting sidelight was the occasion when he sent a rendering to an architect in Birmingham, Alabama, C. O. D., and not until a year later did the architect accept the drawing and return his check with a request for another picture.

Those present also had the opportunity of viewing some of the work which Fred is now doing and also the excellent sketches made by Earl Pellerin on his recent European tour under the Edward Langley Fellowship. We hope at an early date to publish some of these in the Bulletin. Some interesting reminiscence were entered into concerning the Historic American Building Survey, on which all of those present had been engaged.

Fred is a most appreciative and the most modest guy in the world and we talked of Roger Bailey and other swell persons, as well as Mr. Saarinen's Smithsonian Design—a most spirited and stimulating discussion. Incidentally, we heard that Raymond Carey is now a resident of the Isle of Man, which reminds us that sometime when we are over that way, we will have to call upon him.

EERO SAARINEN AND BRIDE RETURN

Mr. and Mrs. Eero Saarinen are again in their home at Cranbrook, following their return from a tour of Europe. Mrs. Eliel Saarinen returned with them. They sailed on the Conte di Savoia.

CORRECTION

In our report of the recent Annual Convention of The American Institute of Architects, it was stated that Dean Emerson had been elected vice-president of the Institute. This should have read Dean Walter McCornack.

PRACTICAL POINTERS FOR PROSPECTIVE HOME BUILDERS

By Talmage C. Hughes, Secretary, Detroit Chapter
THE AMERICAN INSTITUTE OF ARCHITECTS

AN INTERVIEW BY MISS DOROTHY SPICER ON HER PROGRAM, "LISTEN LADIES,"
OVER RADIO STATION WWJ—THURSDAY, OCTOBER 5, 1939—9:00 A. M.

MISS SPICER: If you or I were to build a big house, we'd undoubtedly call in an architect. And in that case I think you'd like to know Mr. Talmage Hughes, who is secretary of the Detroit Chapter of The American Institute of Architects, an organization which can refer you to architects who are qualified to carry out whatever plans you have in mind.

However, many of us build small houses without the aid of an architect . . . and you won't take offense, will you Mr. Hughes . . . if I say that very often they turn out very swell?

MR. HUGHES: Certainly not, Miss Spicer. When we consider that in the past a very large percentage of homes have been built without architects services it is only natural that some of them have been satisfactory.

You mentioned it's being understood that builders of large homes employ architects. To me this is significant. *It may be* that the reason some are able to build large homes is because they have applied sound principles to their business. Successful executives are trained in spending their company's money where it does the most good. Therefore, when they have an important technical problem they have found that it pays to employ the best talent available. None is more careful of funds than our business or industrial leaders. They have learned from experience that too often one pays for an architect whether or not he gets his services.

MISS SPICER: Let's suppose that I have \$5000 to spend . . . I haven't but it's fun to pretend . . . I wouldn't want to tell an architect I had that much because he'd spend it all . . . and perhaps I could save some of it to use for furniture and things of that kind.

MR. HUGHES: Miss Spicer, I don't believe you would visit your doctor or lawyer with such reservations. Why not accord your architect the same confidence, tell him everything regarding your financial conditions and trust him to work out your problem?

MISS SPICER: Another reason I wouldn't want an architect is that I've been planning this house for a long, long time. I've cut pictures out of magazines, and my one story white house . . . you know the cute kind with green shutters . . . is complete from the floor plans to the stone chimney. So, why should I pay someone to draw the pictures.

MR. HUGHES: Such ideas are most helpful in giving your architect information as to your likes and dislikes but they are a long way from working drawings and specifications, the location of home on the lot and proper orientation, to say nothing of adequate architectural supervision.

MISS SPICER: There isn't going to be any trouble about the house fitting the lot, because when I build it's going to be in the country with all kinds of space so I can make the land fit the house.

MR. HUGHES: Whether the site be in the city or country your architect can be helpful in bringing the house and the site into a happy relationship. There is nothing worse than a city house placed in the country, or vice versa.

MISS SPICER: I know all professional men, and probably architects are no exception, like to have

their clients put complete faith in them and just let them go ahead. But, it's probably quite obvious that I'm a woman who knows her own mind . . . and I have yet to see a man who will draw up plans with enough closet space. And there are some other definite things I want, Dutch doors for instance.

MR. HUGHES: A few visits with your architect should reveal to him all of the special features your house should include in order to meet your every desire and to express your own personality . . . whether you entertain much or little, or whether or not you are a homey sort of person, one who likes music, books, recreation or other activities.

MISS SPICER: How much would it cost to have the advice of an architect on a house that costs around \$5000?

MR. HUGHES: If I said \$500 I'm afraid you'd say that's a lot of money and more than a small home owner could afford. However, if I put it another way and say that your architect, if he is what he should be, would save you more than his fee, then you would agree that an architect is not an added expense, but an actual saving. I would discourage the "advice" kind of architectural services. When an owner says he would like to have an architect "just to look it over" there is generally only one result—dissatisfaction to the owner and discredit to the architect. Because, if the architect only makes an occasional inspection he does not control the job. Contractors know that and they cannot be forced to tear down or rebuild work that has been allowed to proceed to a point where correction would be extremely costly.

The real saving, and I might say the real function of the architect, cannot be attained unless he is given complete charge, *right from the beginning*, as the owner's agent. He can then by proper planning and competitive bids secure for the owner, at a fair price, the many things that he desires in a home. And by "saving" I don't mean only what might be considered by some as a rather intangible added value to the home. I mean a very real saving in *dollars and cents*. And that, Miss Spicer, I think you will agree, is *what counts*.

My pet peeve is the salesman who offers a substitute method or material, which looks very interesting . . . but which adds materially to the cost. We know of any number of ways to build better if we don't care what it costs.

But show me a man with a better way of building, which is at the same time lower in cost, and I will show you a real benefactor. May I suggest that this is exactly what the right kind of architect can and will do if given the opportunity?

MISS SPICER: Just how would one go about finding an architect?

MR. HUGHES: The Detroit Chapter of The American Institute of Architects and the Michigan Society of Architects maintain a service bureau in Detroit.

MISS SPICER: Thank you, Mr. Hughes. As Secretary of the Detroit Chapter of The American Institute of Architects . . . would your job take care of answering any questions that our listeners might

See RADIO—Next Page

ARCHITECTS' REPORTS

AGREE, CHAS. N.—Book Tower, Detroit
Prep. plans for 2 story bldg., United Hebrew Schools of Detroit, Lawton Ave.

Taking fig. on McKenzie Housing Corp.
Prep. plans for Commercial Block consisting of nine stores, a super station and two thousand seat theatre on the N.E. corner of McNichols Rd. and Myers Rd. for six Myers Corporation owners.

Prep. plans for one story store bldg., consisting of three stores located on corner Grand River and Archdale aves., M. H. Sobel, owner.

Prep. preliminary plans for a store and theatre bldg. on South Mich. Ave., Dearborn.

BENNETT & STRAIGHT—13526 Michigan Avenue — Revised plans of Van Dyke Theatre. Genl. contract let to Adler Construction Co.; Plbg. M. Garlik Co.; Vtg. Amer. Refrigerating Co.

GIFFELS & VALLET, Engineers,
ROSSETTI LOUIS, Associate, 606 Marquette Bldg.
Bids close Oct. 11 on power piping — Municipal plant Holland, Mich.

HABERMAS, CARL, 415 Brainard.

Res. Grosse Pte Shores, 72'x30'.

KASURIN, JOHN, Hotel Park Ave., Detroit.

Prep. plans for store and apt. bldg. for Judge Polk, Brighton Mich. Plans will be ready latter part of this month.

KEYES, HUGH T.—747 Free Press Bldg.

Res. for Mrs. Gilbert W. Lee, Lee Gate, G. P. F.—Masonry let to W. Damske, Carp.—Moynes Co.; Plbg. Burns Co.

MERRITT & COLE, 1111 Collingwood.

Church, Brightmoor, Mich., Figures closed.
Covenant Lutheran Church—Genl. Henry Martens.

STAHL, JNO & CO., 820 Francis Palms Bldg.

Rev. plans—add. to factory bldg.—2 stores
Small Church, 36x80—Genl. con let to W. L. Elder.
Taking fig. (by invitation) Grace Presbyterian Church.

WRIGHT & ROGVOY—418 Fox Bldg.

Fig. on alt. to 4 stores—Mack-Uptown thea. closed.
Taking fig. on Bar—Woodward ave. and Montcalm.

RADIO—Continued from Page 5

want to ask regarding plans for a home or finding an architect?

MR. HUGHES: Yes, any questions relating to architecture or building, will be answered to the best of our ability, without any obligation, including the furnishing of names of architects specialized on small homes, or any other kind of buildings.

MISS SPICER: I may have sounded like a heckler this Morning, Mr. Hughes, but I'm not. All I have ever helped to build is a cabin, and if you knew how many times we pulled out the walls to get the windows big enough and then rebuilt them again because the logs were too long for the windows, you would realize that through bitter experience I have been impressed with the importance of calling in an architect for the planning of any building.

Pontiac's \$12,000 WPA housing survey which has taken almost a year has been completed, according to a recent announcement by Barton P. Jenks, housing expert who volunteered to direct the survey. The survey was ordered after a concerted move by various local organizations to interest the city in participation in the Federal low-cost housing program. The commission refused later to take part.

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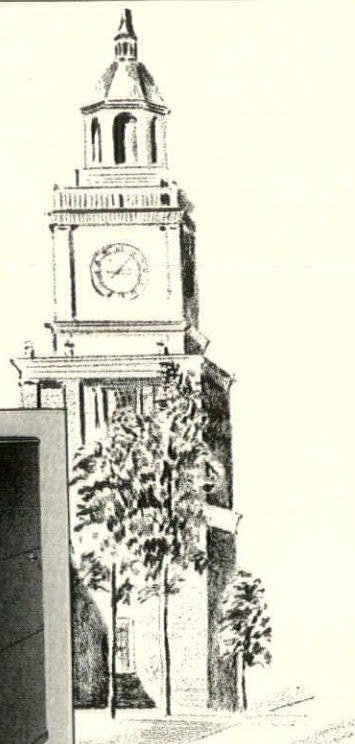
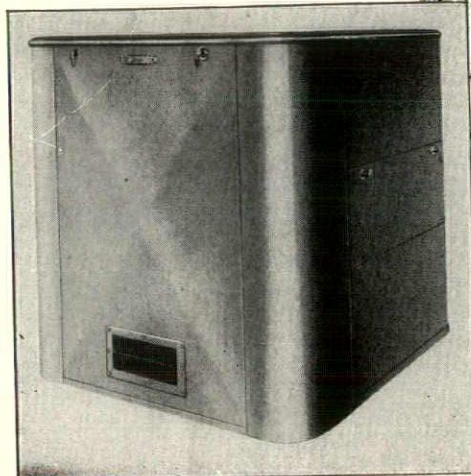
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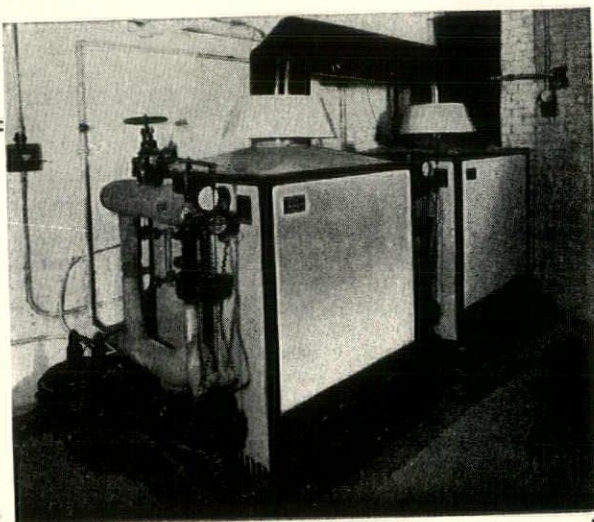
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Volume 13

DETROIT, MICHIGAN, OCTOBER 24, 1939

No. 43

DETROIT CHAPTER ANNUAL MEETING

At the annual meeting of the Detroit Chapter, The American Institute of Architects, at the Fort Shelby, Wednesday evening, October 18th, Arthur Hyde was elected president for the ensuing year, Robert B. Frantz as vice-president, Talmage C. Hughes, secretary, Malcolm R. Stirton, treasurer and Ralph R. Calder, director. Hyde, Hughes and Stirton succeed themselves.

A moment of silence was observed in memory of Herbert G. Wenzell, vice-president of the Chapter, who died on May 28, 1939.

Those present were Messrs. Baumann, Bennett, Brigham, Calder, Frantz, Gamber, Haas, Hammett, Hebrard, Hewlett, Hughes, Hyde, Keyes, Kimball, Lorch, Luckenbach, McConkey, Morison, O'Dell, Pettibone, Raseman, Rowland, Stanton, Spence, Swanson, Tanner, Winn, Wright, Zisler.

The meeting was spirited and interesting, indicating considerable progress the past year and definite plans for the future.

Recognition went to Chester L. Baumann, Thomas H. Hewlett, Owen A. Luckenbach, Maynard Lyndon, Leo I. Perry and Eberle M. Smith as new members elected since the last annual meeting and to George J. Haas and C. William Palmer, reinstated.

Reports of officers and committee chairman brought out recommendations for closer cooperation in civic affairs, the creation of the office of executive secretary, the launching of a more comprehensive public information program, and development of an annual Architects' Exhibition and Producers' Show.

Announcement was made of the appointment of Talmage C. Hughes as vice-chairman of The American Institute of Architects' National Committee on Public Information. Hughes plans a speakers' bureau to serve on radio programs, in schools, churches, service clubs and other organizations interested in hearing talks on architectural subjects.

ANNUAL REPORT

DETROIT CHAPTER, A. I. A.

Year Ending October 18, 1939

ARTHUR K. HYDE, President

Detroit Chapter

American Institute of Architects

Fellow Members:

In accordance with long established custom, I submit the following report of the activities of our Chapter during the past year, an appraisal of our present condition and suggestions for the year upon which we embark this evening.



Hyde

Though I do not wish to omit any activity in which we have engaged, I am conscious also of the impossibility of offering a complete report. Since the various committee chairmen will give us sufficient detail, brevity here is obviously desirable.

We have just passed through another post depression year. It has not been a period which we would choose to call normal. Since the lives and activities of architects are so sensitive to prevailing economic conditions, our Chapter life has,

SEE ANNUAL MEETING—Page 17

ARCHITECTS

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DETROIT, Michigan

ALBERT KAHN TO SPEAK AT INSTITUTE OF ARTS

"Industrial Architecture" will be the subject of an illustrated lecture by Albert Kahn in the small auditorium of the Detroit Institute of Arts at 8 P. M. Tuesday evening, October 24th.



Kahn

This is the first of a series of talks on architectural subjects on the Institute's regular Tuesday evening series which are free and open to the public.

Mr. Kahn's dramatic rise makes him an outstanding authority in the field of industrial architecture to which he has given a style all his own.

In his recent book, "Industrial Architecture of Albert Kahn, Incorporated", the fact is brought home that we are living in a machine age which vitally affects our culture, and is a first rate demonstration of the drift of thought in our day.

Mr. Kahn and his brothers were the originators of new methods in reinforced concrete factory construction. His organization, now forty years old, has been identified through modern development and has to its credit over \$800,000,000 in buildings on five continents and 134 cities in the United States.

Mr. Kahn was recently honored as having served twenty years on the Detroit Art Commission.

The lecture will be preceded by a dinner of the Detroit Division, Michigan Society of Architects at La Casa Loma Club, 5435 Woodward, at 6:30 p. m. to which all architects are invited.

Other lectures in the series will include Clair W. Ditchy, Regional Director, The American Institute of Architects on The Small House Problem, November 7th, and Kenneth C. Black on Modern Architectural Theories, December 5th. These lectures will be accompanied by exhibitions of architectural photographs and drawings in the foyer of the auditorium.

DIVISION MEETING

La Casa Loma Club, 5435 Woodward Avenue
Tuesday, October 24, Dinner at 6:30—\$1.00

NOTE CHANGE

(Formerly announced for Wayne County Medical Society Building)

Mr. Kahn will be our guest of honor at this dinner. Let's give him a rousing welcome.

Following the dinner Mr. Harry Nelson will show colored motion pictures taken on his western travels.

Promptly at 8:00 P. M. the meeting will adjourn to the small auditorium of the Detroit Institute of Arts where Mr. Albert Kahn will speak on Industrial Architecture.

All architects and their friends are cordially invited to attend the dinner. The lecture is free and open to the public.

"A leading architect foresees air conditioned churches for pious summer congregations. There is, however, no guarantee of anything like that for the future of those who fail to attend as often as they should."
—Sou. Cal. Bulletin.

DEAN ANDERSON PASSES

WAS CHAIRMAN OF ARCHITECTS' REGISTRATION BOARD

Prof. Henry Clay Anderson, dean of the University of Michigan college of engineering, director of student-alumni relations, and a member of the university's athletic board, died of a heart attack at his home in Ann Arbor on October 14. He had been in ill health 18 months.

Born in Morganfield, Ky., 67 years ago, Prof. Anderson received his early education in Kentucky academies and his degree of bachelor of mechanical engineering at University of Kentucky in 1897. He joined the faculty of the University of Michigan in 1899 as an instructor, and became head of the mechanical engineering department in 1917. He became dean of the college in 1937.

Prof. Anderson for a number of years was a consulting engineer in Detroit, in addition to his university work. He was associated with Dean Mortimer E. Cooley in appraisal work, and had an extensive consulting practice.

He was affiliated with many professional organizations, fraternities and clubs in Ann Arbor and Detroit.

At the time of his death he was chairman of Michigan's State Board of Registration for Architects, Professional Engineers and Land Surveyors.

PRODUCERS' COUNCIL DINNER

Hotel Fort Shelby — Ball Room

Tuesday, Oct. 31, Dinner at 6:15 p.m.—\$2.00

ARCHITECTS WELCOME

Informational part of program, 8:00 p. m., Free Architects are invited to join with the Producers' Council Club of Michigan for their first Informational Program of the season. Those who are unable to attend the dinner at 6:15 P. M., which will be \$2.00 per plate, will be welcome to attend the meeting which follows, at no cost.

Mr. J. F. Murphy, manager, Detroit Sales Office, Air Conditioning Department, General Electric Company, will give an illustrated talk on Current Trends in Air Conditioning Design. He will trace the progress of this rapidly growing industry from its earliest uses down to the present time, giving valuable and useful information on the latest trends. The talk will be supplemented by an exhibition of different types of equipment.

"ARCHITECTURAL ASPECTS OF HOUSING"

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RIVER TERRACE APARTMENTS

Derrick & Gamber, Architects

The new apartment house project at 7700 East Jefferson Avenue, known as the River Terrace Apartments is now rapidly approaching completion. Tenants have been moving into the Jefferson Avenue building for the past two weeks.

Construction work was started about March 1st, which is something of a record, considering the difficulties encountered with labor shortages and disputes, and the delays which have been all too frequent during the past summer.

The buildings, four in number, are generally three stories in height, and by means of terraces following the slope of the property down to the Detroit River, have been increased in parts to four stories. All construction is fireproof, with the minimum of interior or exterior wood finish. Exterior brickwork is backed up with hollow cinder block units.

The exterior treatment of the entire project is extremely simple, following the Georgian style. The design is based upon that of Rutland Lodge in Petersham, Surrey, England, which was built about the middle of the eighteenth century. The severity of the design will be softened by the attractive landscape treatment which is being developed.

A colorful, soft red face brick, with fairly rough texture was selected to express the charm of the early Georgian prototype. Simple trim of dark colored sandstone was used to carry out the same feeling of the old work. The series of entrances, which are varied in design and detail are adapted from examples of the same period. Exterior lighting fixtures were designed in keeping with the tradition of the style.

In the group of four buildings, there are 178 apartments, ranging in size from two-and-a-half rooms to spacious five-room suites. Instead of the usual corridor type plan, the buildings have been laid out in sixteen units, with separate entrances and service entrances, and stairways from each. Apartments open from small lobbies on each floor, and in this manner each unit houses from nine to fourteen family groups. Approximately twenty-five per cent of the ground

area is covered by buildings which insures the maximum of light and air for each apartment, and also very delightful views over the river. The plan of each unit permits cross ventilation in practically every room, and through each suite of rooms.

Unusually large room sizes prevail, and generous closets and cabinets have been provided. One feature of the planning is that bedrooms and baths open to halls, separated from the living rooms. Each apartment has an entrance foyer leading to the living rooms, and bedroom halls.

Attractive color schemes have been arranged for the bathrooms. Colored tile floors and wainscots, together with fixtures and accessories in color, make for pleasing effects. The kitchens are all electric, and include the most modern metal cabinets, sinks, ranges and refrigerators. Color is again added to make these rooms as attractive as possible, and the several types of streamlined layouts have produced very efficient working units. The floors are of linoleum, interesting in pattern and color.

The apartment interiors are extremely simple, and are devoid of all unnecessary trim and other elaborations. To produce fitting backgrounds for furnishings and decorating, a variety of color schemes has been employed. In most cases the colors have been selected by the tenants before the decorating was done. Lighting fixtures are of appropriate designs and finishes.

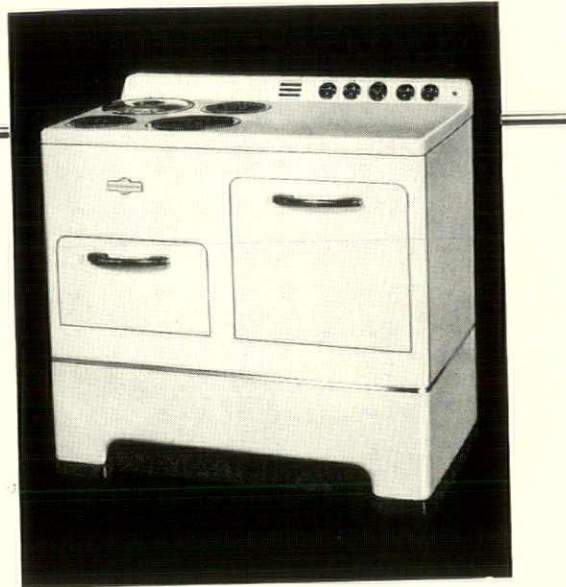
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See **TERRACE**—Page 7

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RIVER TERRACE APARTMENTS

tion, all interior partitions are of masonry block or steel studs with Plaster finish. The entrance doors to suites are of metal, and all door frames throughout are of metal. This construction insures the minimum transmission of sound from one apartment to another. The floors, except in kitchens and bathrooms are of wood parquetry, stained and waxed.

Basements are used for daylighted, well ventilated laundries and store rooms. There is one centrally located heating plant for the entire group. Near the river and facing south are a number of attractive terrace apartments.

The buildings are arranged around a large, quiet central court, shaded in part by fine old trees. The natural contour of the ground provided a series of terraces, and full advantage will be taken of this feature in the landscaping.

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Grosse Pointe High School

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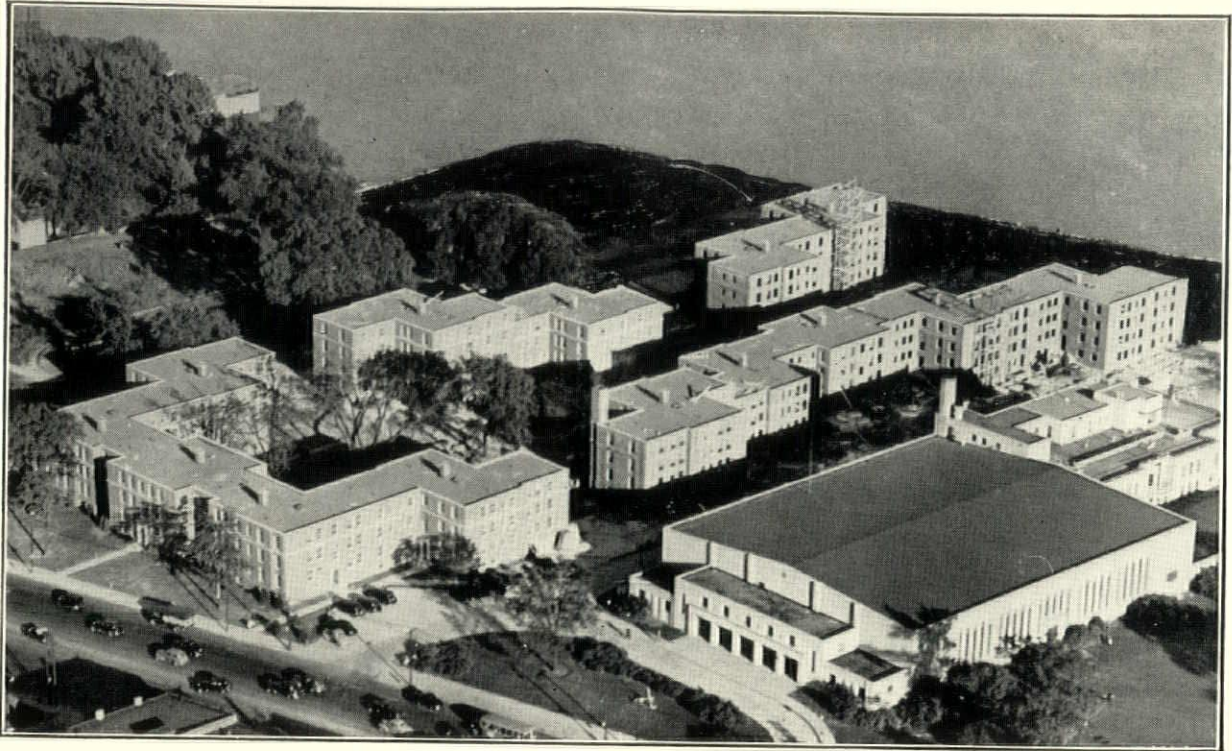
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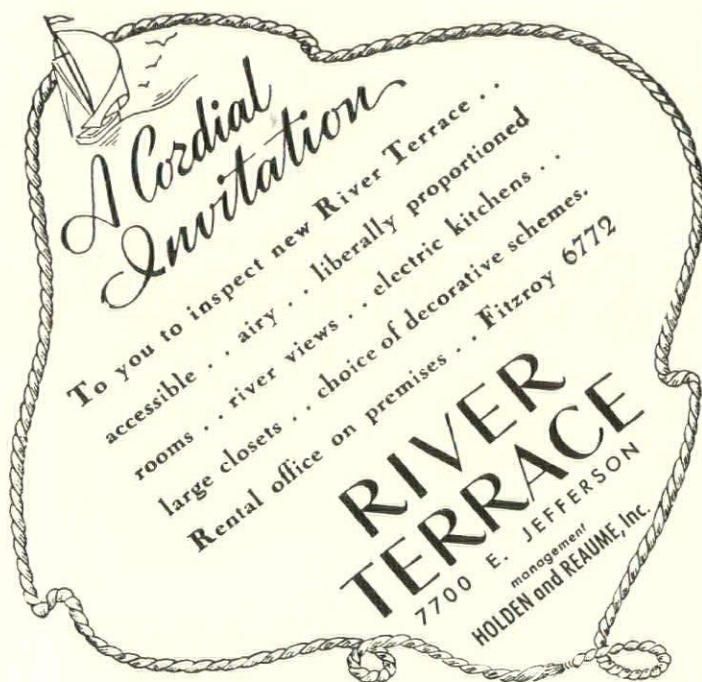
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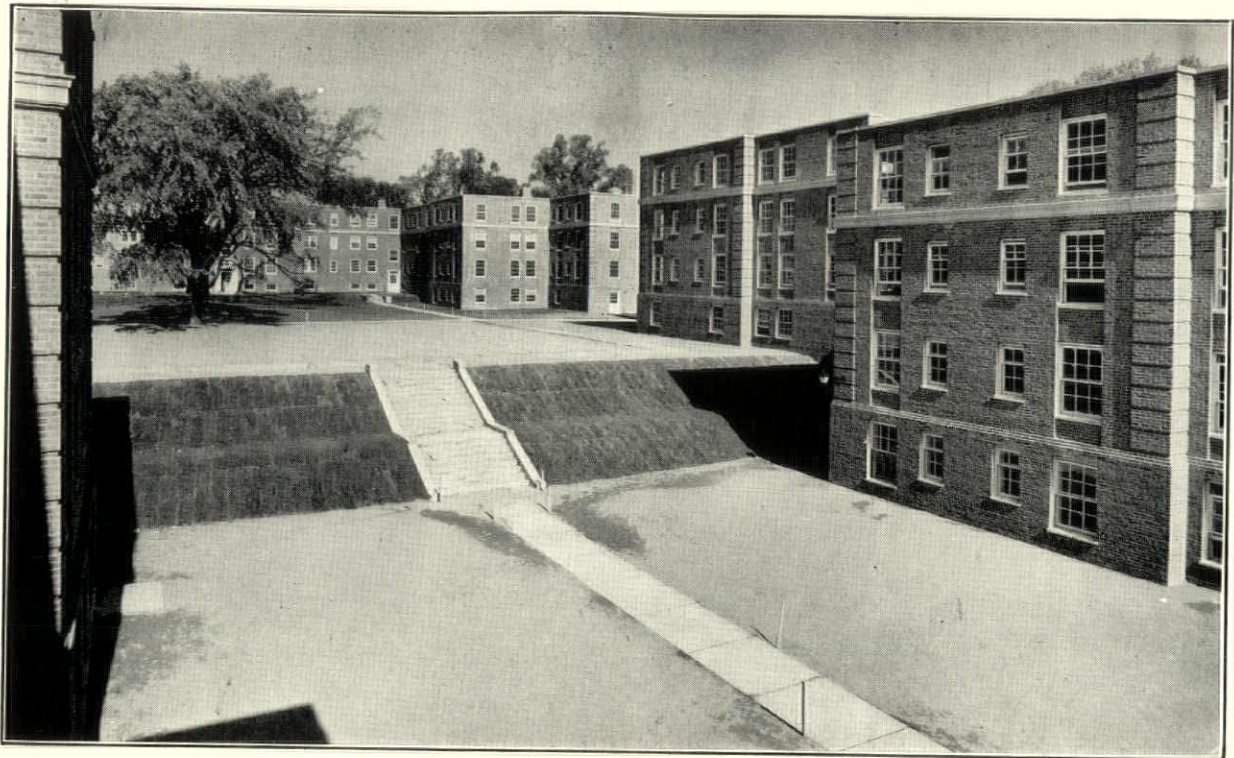
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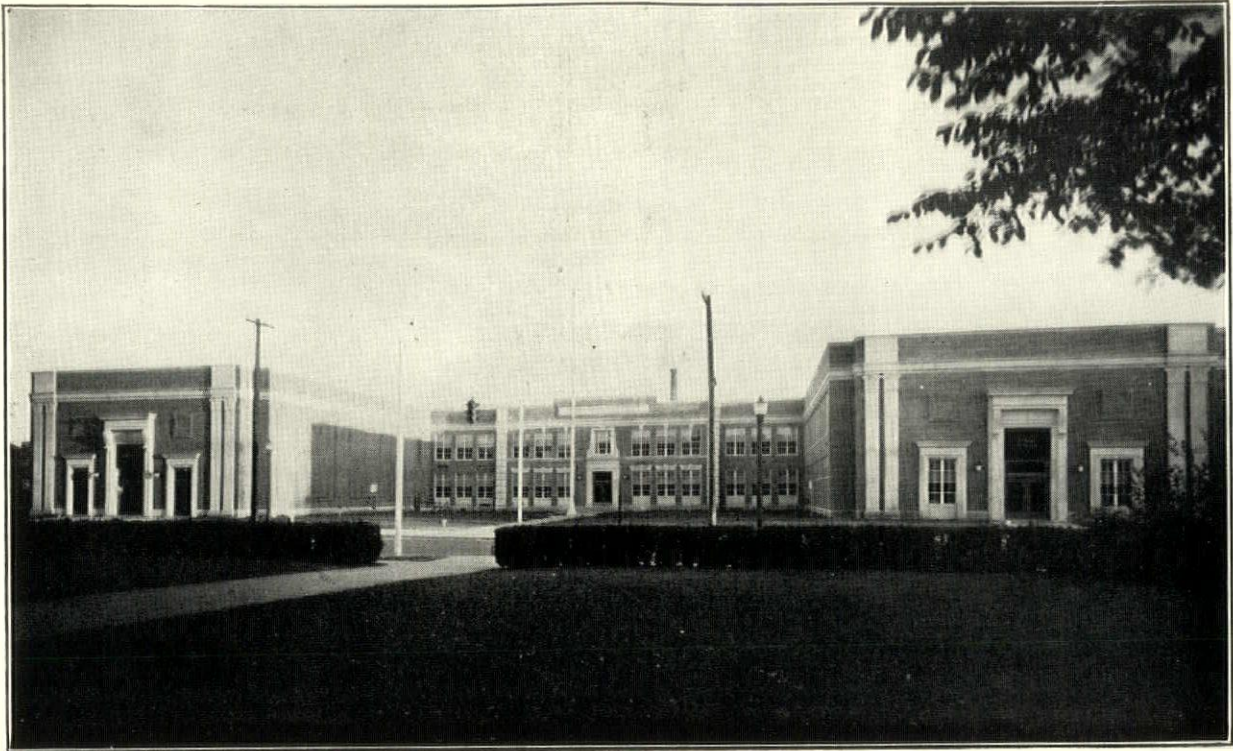
Gross Pointe, Michigan

DERRICK & GAMBER, INC., Architects

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JOHN D. PIERCE JUNIOR HIGH SCHOOL

Derrick & Gamber, Architects

The new Junior High School building located on Kercheval Avenue between Balfour and Nottingham Roads in Grosse Pointe Park, Michigan, known as the John D. Pierce Junior High School and Public Library was completed and opened to students recently, when the school term began. A building of this size and character usually requires a year or more for its construction, but through extra effort and the excellent coordination of all parties concerned the work was done in less than nine months. This is all the more remarkable, due to the fact that several strikes occurred during the period when finishing trades were working in the building, and also delays were caused by jurisdictional disputes among some of these trades. Labor shortage in some of these finishing trades also presented serious problems on several occasions.

In addition to the four principal contracts on the building construction, there were thirty-five additional contracts covering development of the property, fixed and movable equipment and furnishings. These additional items were all planned, the estimates received and contracts awarded after the construction was started on the school building.

The entire project was financed by a bond issue and a forty-five per cent grant from the U. S. Public Works Administration. This department has stated that the project has been noteworthy in speed of construction, economy of cost and the very low percentage of extras requested.

The building is H shaped in plan, the northwest wing being used as a Public Library branch, and connected to the school building for use as a special class-room, and for Saturday morning story-hours for children and for other meetings of similar character. In addition to the library there is a stack-room, work-room, librarian's office, staff-room, kitchenette, lavatory, etc.

The northeast wing contains an Auditorium which has a seating capacity of 950. A completely equipped stage makes it possible to use this hall for student activities, and also as a public auditorium, whenever

required. The usual lobby, box-office, check-room, dressing rooms and toilet facilities are provided for use for all occasions. The Auditorium is panelled in walnut about two-thirds of its height, and the walls and ceiling are treated with acoustic materials. The color scheme is in soft brown, green and old ivory. The lighting is indirect and is combined with the heating system in such a way so as to form an integral part of the decorative scheme.

In addition to the usual classrooms for English, social studies, mathematics and similar subjects, there are the administrative offices, parent conference rooms, the clinic-suite, publications and student activities rooms, the industrial arts sections, student book-store, public-speaking room, pupil library and work-rooms, two home-economic sections, instrumental and vocal music-rooms, fine arts, science, arts and crafts, coaching, remedial training and teachers' rooms. There are also two gymnasiums with adjoining locker and shower-rooms for both sexes, kitchen, cafeteria and all necessary storage-rooms. The Boiler-Room is in a separate building situated to the rear of the school building.

Especially worthy of note are the two rooms for music, instrumental and vocal. These are located at the south end of the east wing, and are specially constructed and insulated to make them as nearly sound-proof as possible. These rooms are unusually large, of the amphitheatre type, and are acoustically treated to the extent required for their function.

See **HIGH SCHOOL**—Page 16

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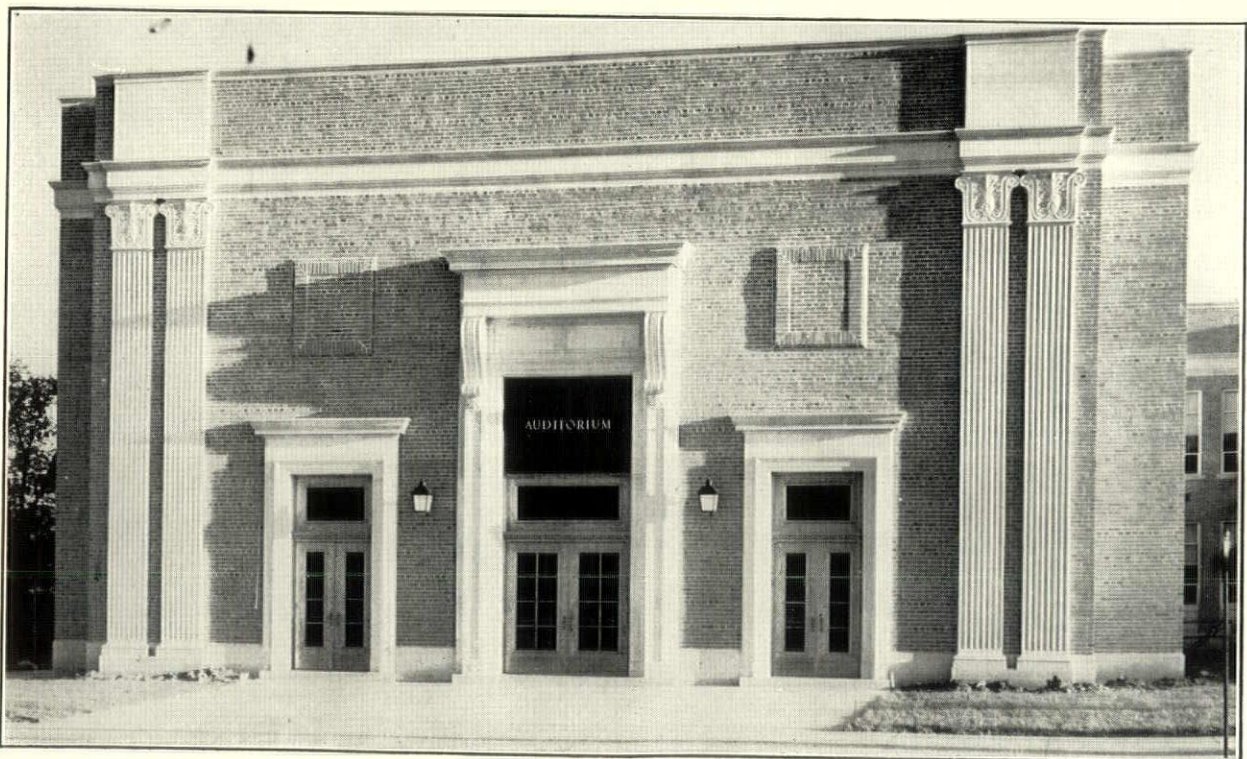
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LIBRARY
JOHN D. PIERCE JUNIOR HIGH SCHOOL



DETAIL OF ENTRANCE
JOHN D. PIERCE JUNIOR HIGH SCHOOL

HIGH SCHOOL—Continued from Page 13

tions. They are self-contained with individual practice rooms, storage rooms, cabinets and closets.

The corridors have linoleum floors, marble wainscots and acoustically treated ceilings. An unusual amount of acoustic material has been used in this building, including libraries, offices, corridors, toilets, locker-rooms, gymnasiums, and certain class rooms. Economies in first cost and maintenance have been studied carefully and are indicated in the type of construction and the use of materials.

The mechanical equipment of the entire school is according to the best modern standards. A detailed description is impossible in a short article such as this. The lighting of the Auditorium is particularly effective, and the lighting throughout is most successful, and special mention is made of the lighting-fixture units. An unusually fine radio and public-address system has been installed and this is considered one of the outstanding features of the building.

The planning arrangements and the equipment of this school building are the result of months of study on the part of the Board of Education staff and the architects. School authorities and administrators who have been consulted, and others who have visited the building have pronounced it one of the most modern and completely planned and equipped junior high schools in the country, and those who are familiar with it are amazed at the low unit cost.

The exterior design is Georgian in style, rather restrained in detail except for the importance which has been given to the main entrances to the school, public-library and the auditorium. A rich red face-brick of interesting texture has been employed, together with limestone trim. The windows, doorways and other details follow Georgian examples. At the entrances to the public-library and the auditorium, effective use has been made of polished black granite panels, upon which have been mounted polished white bronze lettering.

Behind the school building is a large, fenced in playground extending south a full block to St. Paul Avenue. Driveways along both sides and rear of the school provide for one-way traffic around the building. Generous parking space for automobiles, and several hundred bicycle racks have been provided in the space between the school and the playground.

The building has been planned to receive a swimming pool addition at a future date, and the planning of the present locker and shower rooms has been done with this future addition in view. The disposition of the physical training units, and the adjacent locker-rooms has been considered in relation to similar activities on the playground south of the building.

Altogether, the problem and its solution was one which proved most interesting, in consideration of the limitations of cost and site imposed, and considerable gratification is experienced in knowing that the finished structure is adequately fulfilling the requirements.

Branson V. Gamber.

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OUR GUARANTEE

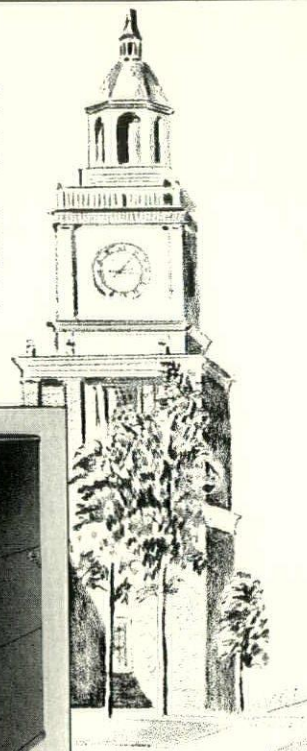
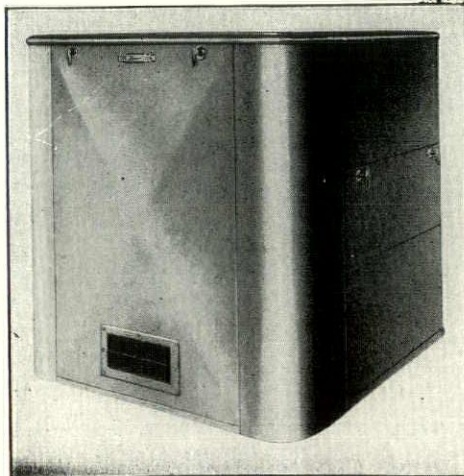
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Manual

ANNUAL MEETING—Continued from Page 1

as usual, been similarly affected. Looking back, the year started with some promise and more hope. There was an encouraging increase in business lasting almost till fall, then a fairly sharp drop in architectural work which has persisted. Our year closes in one of the most uncertain periods which any of us have had to face. The unsettled conditions throughout the world are such that no one dare prophesy what lies ahead. During the entire year some offices have, on the average, been busier than in 1938 but practically all offices have experienced quiet periods. Tersely stated architectural work has been better, much better, often nil and always spotty. I cite all this to provide, as I see it, the general situation through which the Chapter this year has been functioning and which has consequently affected its life and scope.

Considering the conditions which prevailed the Detroit Chapter, A.I.A. has, in my opinion, concluded a reasonably successful year. We have been active, much work has been done and in some directions our efforts have brought visible results.

At this point, may I extend my sincerest thanks to the Officers and Directors of the Chapter for their able assistance and loyal support in all the work of the Chapter and their genuine interest and help in every matter which has come before the Board for action. Attendance at Board meetings which have been held at approximately two-week intervals has been very good. In spite of the distance traveled, our two out-of-town Directors, Professor Lorch and Robert B. Frantz, have an enviable record.

With the passing of our Vice-President, Herbert G. Wenzell, our Board and this Chapter suffered great loss. Herbert Wenzell was a staunch friend and a loyal member. He gave freely of his time and ability to best interests of the profession. Those who knew him well will always remember his keen interest in every phase of architecture and his many contributions to the life of this Chapter.

I wish to express my appreciation to our Secretary, Talmage Hughes. As most of us know, much of the work of any organization devolves upon this officer. Talmage Hughes has rendered an excellent service to the Chapter in every phase of this important office and I know that all members of the Board join me in thanking him sincerely.

May I call attention also to our Treasurer, Malcolm Stirton? Our finances have been in good hands. Each month members of the Board receive a complete statement of our position, and throughout the year we have adhered very closely to a carefully planned budget. I believe much of the system which Mac Stirton has developed will be carried on by future Chapter Treasurers.

It has been the good fortune of the Detroit Chapter this year to have the Director of the Institute representing the Great Lakes District among its members. At the unanimous request of the Chapter Board, Mr. Ditchy has taken an active interest in all meetings and many Chapter affairs. This has resulted in a closer contact between the Chapter and the Institute. Since most of us know Mr. Ditchy's capacities, I need not attempt to evaluate his great assistance to us. We are greatly indebted to him and sincerely appreciate the time and effort he has devoted to our Chapter for we realize how great the demand upon his time and energies must be in keeping close personal contact with all the other nine Chapters of this district.

The Membership Committee, under the chairmanship of Malcolm R. Stirton, has been unusually active

this year and the Chapter has benefited by their marked success. Since a year ago the Chapter has increased its numbers by 7%, which compares most favorably with the 1% growth of the Institute nationally. A definite procedure for the operations of the Membership Committee in acquiring new members has been developed and adopted by the Board. This procedure, possibly unique, has been approved by the Institute and is in our opinion most suited to our Chapter.

Our Committee on Public Information, headed by Talmage Hughes, Chairman, has done some splendid work this year. In addition to space in the local press secured for news publicizing the architect, architecture, and the Chapter affairs, a new medium has already been employed and plans have been formulated for still another avenue of publicity for the architect. Mr. Hughes inaugurated a series of radio broadcasts over WJR being interviewed by Duncan Moore on the subject "A Good Architect is Essential to a Good Building." Those who heard that program at 5:15 p. m. know Tal's ability as a public speaker, an accomplishment which he has been hiding from us.

A second architectural broadcast was given by the acknowledged voice of the profession locally, Mr. Ditchy, on the subject of "The Value of the Architect's Services," also an interview by Mr. Moore. We hope to continue these broadcasts. Jack King, of WJR, has offered the Chapter free use of the station at the best hours available in their schedules. Such educational programs should strengthen the position of the Architect and enlarge his field of service to the public.

Our Publicity Committee has also arranged for several lectures on architecture by members of our Chapter. These lectures will be given at the Detroit Institute of Arts through the courtesy of Mr. Richardson and form a part of their winter program of educational lectures.

Our Lecture and Program Committee, under the chairmanship of Richard H. Marr, has arranged several interesting Chapter meetings during the year for which the membership has shown their appreciation by attendance greater than usual in the immediate past history of the Chapter. The assignment of providing the proper program for every meeting is not easy. The membership is not unanimous in its preference of program types. Your Board feels that some constructive thought should be given to the important problem of securing Chapter programs of vital interest to the greatest number.

One of the tasks successfully completed since our last annual meeting is the revision of the Chapter By-Laws. The Committee, headed by Mr. Talmage Hughes, performed this work with efficiency, carefully deleting and inserting until in their present form they are better suited to our local conditions and Chapter customs. Approved by the Institute, they should now serve as the basis of our organization for many years.

Messrs. Stanton, Gamber, Sukert and Kapp served this year as counselors for the Engineering Society of Detroit. This is a worthy effort and one to which the Chapter should always lend its support as it has in the past. To those not acquainted with this work, it consists in giving advice to high school graduates contemplating the study of architecture at schools of higher education. We appreciate the time and effort given by these Chapter members, and express our thanks.

(Continued next Page)

In the same field as professional advice to high school students is our responsibility to students of architecture in the colleges of our country. Changing conditions during the past 50 years have tended to dissipate the friendly and helpful contact between the practicing architect and the student under the apprentice system which existed when schools of architecture were not so great in number or size. The Institute recognizes that this gap should be bridged; hence, the Mentor System, the membership classification known as Student Associate and other ideas advanced to assist the student and to receive him into the fellowship of the profession at an earlier age. Corresponding to the responsibility shown the student by the medical profession and the internship of the young medic, we must do more for the embryo architect. Mr. Shaw, Chairman of the Institute's Committee on Membership, in one of his reports, dwells upon this subject and the consequent dangers from neglect of our responsibility.

Conscious of this danger and in the belief that some definite program should be adopted locally, and perhaps nationally, to bring the serious minded architectural student under more direct influence of the Institute to assist him and to imbue in him the aims and professional ethics fostered by our organization, your Board appointed a committee to study this problem. Under the chairmanship of William E. Kapp a fine piece of work is being done. It is a large undertaking; facts and comments have been solicited and received from all parts of the country. From this fund of information a recommendation will be formulated. We are hopeful that the work of this Committee will do much to develop the Institute's attitude toward a more active interest in the architectural student. The Chapter owes its thanks to Mr. Kapp and his Committee for the progress they have made with this important problem.

Under the initiative of our Regional Director, Clair W. Ditchy, a 2-day conference was held in June at the University of Notre Dame. Participating in this Mid-West Conference were the Great Lakes and Illinois-Wisconsin Districts represented by 13 Chapters and 6 State Societies. Over 100 attended the conference which was addressed by many well-known speakers, including our President Maginnis. So successful was this first conference that machinery has been set in motion to establish this Conference as an annual event.

Whatever may have been our success or failures in the past, the future compels our attention. There is much work to be done and our Chapter should do its part. The nature of this work and our success in it seem to depend entirely on our individual view of the function of our organization and the vitality of our interest in its program and policies.

In its broadest concept the Institute and its Chapters are concerned with service to the public through the indirect method of fostering the highest aims of the profession among its members. In the minds of many members the purpose of our Chapter would be better served if more of our meetings were devoted to subjects dealing directly with architecture. My thoughts are in accord with this view. It should be beneficial to all of us to exchange views at our meetings on matters purely architectural or to hear one or more of our members discuss certain problems with which they are particularly familiar. Since most architects are possessed of inquiring minds, it is quite possible that such procedure would stimulate greater interest in our meetings than has been evidenced in

the past. I suggest consideration of this idea for the coming year.

Developing this form of program a bit further, I have felt for some time that the Chapter could sponsor a series of meetings (not Chapter meetings) on specifications. Speakers for these lectures could be drawn from our own membership augmented by qualified representatives of the Producers' Council. This type of activity would have a definite appeal to the younger architects and draftsmen. No other phase of architectural practice is so constantly changing by reason of new materials and methods. If such a program has real merit its effect might be a higher standard of service by Chapter members in this important part of architectural practice.

Some would like to think of the Institute as a post graduate seminar for insatiable architectural students. I wonder if we might not profit by emphasizing this concept of the function of our organization.

The idea of joint meetings with neighboring Chapters has been advanced from time to time. Your Board would be glad to hear your views on this subject. A meeting at Toledo or Grand Rapids would offer the interest of the unusual, the opportunity for close friendship with the members of those Chapters and the benefit of discussion of mutual problems.

Close association with other professions is a possibility I have given some thought. Much could be learned by an occasional meeting with the medical and legal professions. At times it seems as though the professional man and his ideal are a weak figure standing in a world which does not cherish high ideals. Are the professions on the way out and would we benefit by standing closer together?

The prospect of a home which the new Engineering Society Building will afford us suggests new possibilities for a more coherent Chapter life. Whether it will serve in the same manner as the architectural clubs of Boston and Chicago remains for us to learn. Perhaps the benefits to us of these new accommodations lies with us. A definite place of meeting should be a stimulus to our vitality.

The few suggestions I have made are not unusual or spectacular. They are all aimed at awakening interest in our Chapter, its aims and its program. These are not merely the pulse of our Chapter life, they are the Chapter. Without sustained interest we have no Chapter.

May we determine to give more of ourselves to this organization which should occupy a preferred place because it represents the highest concerted effort of the profession by which we live.

For the newly elected Officers and our Board, I speak for our increased support.

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REPORT OF THE SECRETARY
TO THE ANNUAL MEETING OF THE
DETROIT CHAPTER, A. I. A.
OCTOBER 18, 1939

About a year ago, following our annual meeting, Arthur Hyde indicated that his long experience in serving his Chapter had fitted him well to take up the duties of its Chief Executive. He had just been appointed chairman of the Architects and Engineers Division of the Community Fund Campaign, which job he completed most creditably.



Hughes

On taking office he stated that it was his hope that within a few months members wouldn't be saying, "The Detroit Chapter was a good organization." He particularly did not want to see the Chapter become a board of directors with a sort of honorary membership.

These things, I think you will agree, have not taken place. On the contrary, as reports to this meeting will show, the Chapter has made distinct advances in many departments.

Our membership has increased, some of our good former members have been reinstated, and we have hopes that others will be.

We were gratified when Professor Lorch was advanced to Fellowship in the Institute, which was a much deserved recognition.

This year we have been privileged to have one of our members on the board of directors of the Institute. Mr. Ditchy, representing the Great Lakes Region, has been a credit to our Chapter and his influence has been felt throughout the district, and the nation. His organization of the Mid-West Architectural Conference, which has created national attention is but one example of his interest in advancement of Institute and Chapter affairs.

Our attendance at the recent Institute Convention was most creditable. There were sixteen members of the Detroit Chapter, three other architects who are members of the Michigan Society of Architects, three members of the Producers' Council Club of Michigan and thirteen ladies, with Grand Rapids a total of thirty-six from Michigan.

The Chapter has maintained most satisfactory relations with the building industry, the Producers' Council and other important organizations such as the Engineering Society of Detroit, that repository of virtue and Chapter records.

We have taken part in the Board of Commerce Governmental Officials' Dinner, the Detroit Builders' Show, Building Officials' Conference, Mortgage Bankers' Convention and many other public affairs. The Detroit City Plan Commission has invited several architects to serve on a City Planning Advisory Committee, and it is notable that many of our members are interesting themselves in civic matters.

Two of our members, Messrs. Gamber and McConkey, have done excellent work in preparing the new State Housing Code which was passed this year.

The change in by-laws, providing for a new method of electing members in the Institute and the Detroit Chapter, I believe to be a distinct improvement over the former method, wherein only a simple majority vote of the board was necessary. This procedure still prevails but before a vote is taken

a confidential letter ballot is mailed to each member of the Chapter, and a complete file of information is obtained.

Malcolm Stirton deserves our thanks for the excellent manner he duplicated the new by-laws for mailing to members. This booklet contains a list of Chapter members as well as the personnel of all committees.

Our board has met regularly twice a month and members have been most loyal in attendance. It seems to me desirable to increase the number of board members. It would mean more members actively interested in Chapter affairs. The new by-laws provide for the retiring president remaining on the board, and I would like to suggest that the by-laws be further changed to create the office of Executive Secretary, with that officer a member of the board. I would like to hold that office, because I want to continue to work for the Chapter, but I do not feel that any of the present offices should be held by one member for more than a few years.

REPORT OF THE COMMITTEE ON PUBLIC
INFORMATION — 1939

Talmage C. Hughes, Chairman

I would like to express again my firm belief that there is nothing else that will go so far toward accomplishing all of our worthy objectives as will well directed publicity for the profession.

Our interests as an organization are very largely represented by the activities expressed in the names of committees, both of the Institute and the Chapter, such as Membership, Education, Registration, Practice, Housing, and many other subjects.

There isn't one that cannot be very strongly aided by the proper presentation of facts to the public.

It is true that in most every instance the results of such publicity will be by indirection. Perhaps that is why it has been difficult to bring out its true importance.

For example, take the matter of Practice. In our publicity we stress the importance of selecting an architect with care, since in all professions there are men of varying degrees of qualification.

As a result owners, who feel that they are not getting the services they should, know that there is a place to which they can go with their problems. Some have recently done this and the information has been passed on to the Practice Committee.

If from such case malpractice is brought to light and we fail to act then we might as well cease our public information; make no claims toward correcting abuses, for we are ourselves guilty of negligence.

The means of securing good publicity open to us are many, such as the newspapers, the radio, speakers before various groups, exhibitions, leaflets, etc. All these we are now using. One medium has been our own *Weekly Bulletin* of the Michigan Society of Architects. During the year our board has voted to make it the Chapter official publication but I regret to state that the Institute Committee on Practice disapproved because it carries advertising.

I have long been impressed with the importance of architects getting into things more, becoming more public spirited and serving their communities. Even if one doesn't do more than to serve on a committee

for his organization it will do him good as well as others.

An outstanding example of good publicity connected with public spirit and unselfishness is our own Regional Director, Clair W. Ditchy. The work he is doing is bringing great credit to our Chapter.

We are indebted to other of our distinguished members for the honor they have brought to our Chapter, for the best publicity of all is the architects' good work.

I would like here to pay tribute to our National Chairman, William Orr Ludlow and to the Institute's Publicist, Mr. James T. Grady. They are doing a splendid job and I marvel at how they do it. At the recent Institute Convention, I spent considerable time at Public Information headquarters, because it fascinated me, the efficiency of his secretary and staff and the machine in motion to put the architect on the map and keep him there. It is my hope during the coming year to work closer with these men toward helping our Chapter and others as well to make better use of their excellent material.

Our attention has been called to group advertising which for a period appeared on the back page of an afternoon paper each Saturday and paid for by a few of the large Detroit architectural offices. Our board agreed that this was in keeping with the dignity of the profession and heartily approved of it. In fact, the ad suffered from being impersonal, as no names or organizations were mentioned. The copy simply stated that Detroit Architects, Engineers and Contractors are world renowned, with a plea to build now. It is felt that this field has excellent possibilities if properly directed and I would like to see it done.

In closing I would like to suggest a work program for the Chapter, one in which all can take part.

First, the furnishing of good examples of small houses for publication in the Sunday Real Estate sections of the newspapers.

I would like to organize a speakers' bureau for schools, churches, and any number of clubs and other organizations. I believe they would be eager to learn more about architecture.

I am impressed with the possibilities of a real Architects' Show that would include an architects' exhibition and building material exhibit on a high plane, as an annual affair. Of all the possibilities for raising funds to carry on, this seems to me the best. Such a start was made last year at the Michigan Society of Architects' Convention.

We might well give thought to telling the story of architecture in a motion picture, amateur, of course, but we know the Detroit Chapter has the talent to do a good job.

Our radio programs could easily be developed into something that would deserve a wider scope.

With these thoughts I trust that our good and able members will be moved to lend their cooperation.

REPORT OF THE MEMBERSHIP COMMITTEE DETROIT CHAPTER, AMERICAN INSTITUTE OF ARCHITECTS — 1939

The Membership Committee is pleased to announce that during the past year we have received into the Chapter seven new members and re-instated two former members. The Chapter has lost one member by death, one member through transfer to the Washington Chapter, and one member through non-payment of dues making a net membership gain of six members.

We are also proud to announce the election to Fellowship of one of our Corporate Members, Professor Emil Lorch.

This places our present membership at 81 members grouped as follows:

- (6) Fellows
- (2) Members Emeritus
- (1) Associate Member
- (72) Corporate Members

(81) Total Membership

This increase in new members is exactly the same as reported last year and the Membership Committee feels that the coming year should show the same gain if not an even greater one.

This year the Confidential Communication was used as a means of securing the reactions of the Membership to proposed candidates. The results have been very helpful in the work of the Committee and we feel that such a procedure should be maintained. It is also urged on every member that he cooperate with the Committee in presenting names for consideration and to act promptly in their responses to the request for privileged information. The detailed and careful checking of each candidate by the Executive Board can thus be greatly facilitated.

In securing new members and thus building up the Chapter we must not lose sight of the importance of large attendance at the Chapter meetings. It is only through the constant interest and activity of the individual members that the Chapter can achieve its full value to the members and to the profession as a whole.

The Membership Committee suggests that the entire membership of the Chapter consider itself a Committee at Large to act individually in maintaining attendance at Chapter meetings both by example and precept.

New Members: Chester Bauman, Thomas Hewlett, Owen Luckenbach, Maynard Lyndon, Leo I. Perry, Eberle Smith, Otis Winn; Reinstated: George J. Haas, C. William Palmer; Deceased: Herbert Wenzell; Transferred: G. Frank Cordner; Terminated: Don W. Hunter.

Respectfully submitted,
COMMITTEE ON MEMBERSHIP.
Malcolm R. Stirton
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WEEKLY



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Volume 13

DETROIT, MICHIGAN, OCTOBER 31, 1939

No. 44

STRAN-STEEL PARTY WELL ATTENDED

Perhaps the largest gathering of architects in this section since our state convention last March was on the occasion of a visit to the largest housing project in Detroit for the past ten years, that of the Ford Foundation in Dearborn, on Thursday afternoon, October 19th, when some 200 were guests of George J. Haas, Architectural Service Manager of the Stran-Steel Division, Great Lakes Steel Corporation.

In inspecting these buildings, which are in all stages of construction, it is apparent that the leader of the automobile industry was quick to see the advantages of Stran-Steel and it is evident that nothing was left undone to obtain the best construction possible, consistent with all factors including costs.

We were privileged to have with us Mr. Louis Rossetti of the firm of Giffels & Vallet, Architects for the project as well as Mr. Filmore Harty, representing the Ford Foundation.

Others present were Joseph P. Wolff, Commissioner; George F. Emery, Chief Building Inspector; Charles A. Daymude, Chief Structural Engineer, Department of Buildings & Safety Engineering, City of Detroit; Raymond M. Foley, State Director, Federal Housing Administration; Harry Steffey, Rental Housing Appraisal, F. H. A.; Lawrence Hovich, Land Planning Consultant, Chicago Office, F. H. A.; Colonel Dusenberry, in charge of construction for F. H. A.; John Byrne, General Contractor, and son, John B., Jr.; Melton Bass, Engineer for the General Contractor; Charles McGrew, Technical Director, and Carl Bradt, Secretary, Detroit Housing Commission; Professor Blakeslee, University of Detroit and ten advanced architectural students; Wells I. Bennett, Dean, College of Architecture and Design, University of Michigan; Richard P. Raseman, Executive Secretary, Cranbrook Academy of Art and eight architectural students.

Following the inspection tour guests attended a dinner at Dearborn Inn at which Mr. Haas performed as master of ceremonies in his well known manner. At this event a number of those prominent in the building industry were called upon for a few words. The affair was most enjoyable.

Following dinner an interesting and educational

Notice of Meeting

LANSING-JACKSON DIVISION MICHIGAN SOCIETY OF ARCHITECTS

Lansing Press Club

213 S. Grand Avenue, Lansing

Wednesday, November 1, 1939—7:00 P. M.

an invitation is extended to M. S. A. Members from other Divisions. Make reservations with R. B. Herrick, Secretary, 1005 Bauch Building, Lansing, Mich., by Tuesday, October 31—Phone 5-5619.

feature was a visit to the steel mills of the Great Lakes Steel Corporation. This plant is dramatic beyond description and "The Romance of Steel" would make an interesting motion picture if it were not for the fact that the most imaginative producer could not do justice to the subject. There are miles and miles of this plant with ponderous machinery and even trains on upper and lower levels; a city within a city.

It is interesting to know that this large site was once either under water or formed a large marsh. A part of it was once the farm of Raymond Foley's great great grandfather.

Imagine a three hundred ton crane with a ladle carrying two hundred and forty tons of molten metal, charging machines, almost human that pick up a charging box full of scrap, dump the contents in a furnace with a temperature of 3100 degrees, and return it to the charging buggy.

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The pieces of red hot metal measuring approximately 3' square and 9' long begin on their journey traveling slowly but as they are passed through mill stand rolls which are synchronized speed is increased, because of the reduction, until at the end a continuous sheet 90" wide travels 25 miles per hour.

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DETROIT, MICHIGAN

MR. KAHN'S LECTURE ON INDUSTRIAL ARCHITECTURE

Mr. Albert Kahn spoke to an over-flow audience at the Detroit Institute of Arts Tuesday evening, October 24th, on the subject of "Industrial Architecture."

Background for the lecture was Detroit's Automobile Show and a bit of timing was eleven pages in October 23rd issue of *Life* devoted to Detroit, with color illustrations of Detroit scenes and big men in action, including Albert Kahn, "U. S. No. 1 Industrial Architect."

When Mr. Kahn stepped on the platform he must have realized that he had been overlooking his box office appeal. He reiterated his statement that Architecture is 90% business and 10% art, which has caused considerable further lifting of eyebrows.

Our interpretation of this statement is that by the application of business principles to proper planning and by devoting 90% the time and effort to the best solution of a problem beauty follows as an inescapable result. This seemed to be born out by points illustrated in Mr. Kahn's talk.

Mr. Kahn's talk will be published in full in our next issue.

DETROIT DIVISION MEETING

The Detroit Division of the Michigan Society of Architects held its monthly dinner meeting at La Casa Loma Club, Tuesday evening, October 24th. George F. Diehl, president, presided.

Those present were Messrs. Cole, Hughes, Blakeslee, Vose, Caldwell, Merritt, Trout, Beam, Hammond, Ditchy, Kiefer, Cox, Nelson, Ermatinger, Douglas, White, Tilds, Venman, Bell, Pickell, Carl Marr, Farwell, Frank Wright, Thornton, Gabler, Chester Baumann, Diehl, Singers, Redstone and brother, King, Abrams, Wells, Zannoth, Thulin, Wigton, Hebrard, Jameson, Gus O'Dell and J. M. Campbell.

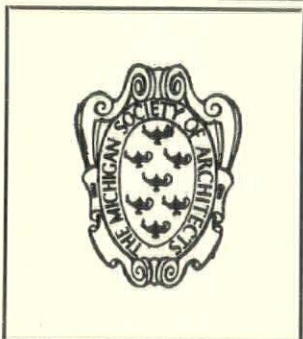
Following dinner Mr. Harry Nelson of the Nelson Company presented some colored lantern slides of western scenes taken on his recent tour. The canyons were quite architectural in effect and could be used to advantage for designs of buildings. He took his audience through Bryce Canyon, Yellowstone National Park, Yosemite Valley and many other interesting places.

Pictured were some trees three thousand years old and as large as one hundred feet around at the base, three hundred feet high. Half way up the trees are branches as large as six feet in diameter.

These pictures might well be entitled "So Big", as one loses all sense of scale.

The pictures were most interesting and Harry finished with one taken in Detroit just to bring us back to earth.

Following the meeting members adjourned to the Detroit Institute of Arts for Mr. Albert Kahn's lecture.



YOUR MEMBERSHIP

If you are an architect registered in Michigan won't you support your organization by paying \$3.00 dues to March 1, 1940?

Let's consolidate our gains made last year and make it possible for your board to continue their good work.

To Chapter Members

CHAPTER MEETINGS

La Casa Loma Club, 5435 Woodward Avenue

NOTE CHANGE

(Formerly announced for Wayne County Medical Society Building)

Tuesday, Nov. 7th—Dinner at 6:30 P. M.

Followed by lecture at Detroit Institute of Arts by Clair W. Ditchy on the Small House Problem.

Tuesday, December 5—Dinner and Lecture

By Kenneth C. Black on Modern Architectural Theories

Lectures are free and open to the public. They take place in the small auditorium of the Institute of Arts at 8:30 P. M.

WISCONSIN ARCHITECTS CONVENE

The State Association of Wisconsin Architects held its Eighth Annual Convention in Milwaukee, October 27 and 28. Leigh Hunt, president of the organization, conducted the sessions, which were devoted to problems of the construction industry as well as those of the architectural profession.

An important part of the convention was an Exhibition by the Producers' Council Club of Wisconsin featuring new materials and methods.

At the banquet, concluding event, Mr. James W. Follin, Managing Director, Producers' Council, Incorporated spoke on the work of that organization and an address "Selling is King" was delivered by Mr. Howard T. Ott.

The Wisconsin Society is a very live organization and we offer our congratulations.

INDUSTRIAL APPRECIATION DINNER

Building Toledo, publication of the Toledo Building Congress, reports an interesting meeting of that group on October 18th. Among other features the report states: "Mr. Richards introduced Mr. Clair W. Ditchy, who gave a very splendid report on the activities of the Construction League of the United States, calling special attention to the need of protection to the industry in this day of specialized and high competition between the construction industry and other industries attempting to gather in the purchasing dollar of the public. He stated that the Construction League was a recognized national organization for the industry and urged that the Building Congress seriously consider supporting the activities of the League. We believe that everyone who listened to Mr. Ditchy is convinced of the good work that is being done by the Construction League of the United States.

A WINNER

J. Ivan Dise has again upheld the traditions of the architectural profession by winning the Peerless Cement Cup in this year's Architects-Builders & Traders Golf Tournament.

Congratulations: Mr. and Mrs. J. Robert F. Swanson (Pipsan Saarinen) of Bloomfield Hills—On October 12, a son.

COMMITTEE ON PUBLIC RELATIONS
DETROIT CHAPTER, A. I. A., 1939

Branson V. Gamber, Chairman

The task imposed upon the Committee on Public Relations of local chapters of the American Institute of Architects is a very formidable one. The architects who serve on such a committee may not be blamed if they accept such an assignment with some diffidence and a measure of caution. While beset by many possibilities of entangling alliances and embarrassing situations, there are nevertheless, opportunities for constructive service in the interest of the profession, and the public.



Gamber

The Detroit Chapter has never hesitated to assume its part in situations where the architect had a definite place in relation to questions of public interest. Some such occasions still fresh in memory were the efforts on the part of certain city officials to design and construct public school buildings with forced labor, in itself of questionable competence. Fighting valiantly for the cause, the architects with the cooperation of the building industry and labor, were able to convince the authorities that such work should be done by the customary and recognized method of employing architects, and using builders as a result of competitive bidding.

Again the architects were able to render valuable service to the public by assisting in preventing a hasty decision on the part of the city officials in regard to the building of a new City Hall or the purchase of an existing office-building for that purpose.

The architects were invited to assist the officials of this city and county in a study of the proper location and planning of the proposed Civic Center for Detroit. This was done with right hearty enthusiasm, and sketches and a report, including specific recommendations were produced in a remarkably short time. The architects have also assisted the Detroit City Plan Commission on several occasions, when requested.

The foregoing but partial description of the activities of the Detroit Chapter in relation to civic questions is a matter of past history. In what direction shall the architects' efforts be continued in the future? We know of no more fruitful field of endeavor for the professions of architecture and engineering than to make of themselves recognized and forceful entities in the solution of civic problems which are related to their normal interests and activities. Again there is need for the word of caution. Care must be taken to avoid taking sides in controversial matters unless the issues between right and wrong are clearly drawn, and then only with the full approval of the Chapter members. It is necessary and wise to remain aloof from all considerations of politics, and to be actuated only by the desire to further the best interests of the public insofar as the special talents and training of the profession may permit it to serve.

How is all of this to be accomplished? The architects have repeatedly demonstrated their willingness to serve. Oftentimes this desire is mistakenly interpreted as purely selfish interest. Again extreme watchfulness is necessary that individual in-

terest may not deteriorate into the materialization justifying such suspicions.

The profession remains strangely inarticulate, and too often marked ability in the chosen field of endeavor is thwarted by the equally marked disability to emphasize the value of the idea or the services which are rendered on the occasions which we have in mind.

No special assignment has been given to the Detroit Chapter, A.I.A. Committee on Public Relations, but it is respectfully suggested that the Chapter Administration consider seriously the several ways in which such a committee as this may function to the best interest of the city and the profession.

In our view of the situation we may offer a few suggestions for consideration. While it is fortunate that an architect is at present a member of the City Plan Commission, it appears that a necessary corollary to that situation is the appointment of an Architects' Advisory Committee to work with the Commission. Such action should only be taken upon the invitation of the Commission as a whole.

A zoning ordinance for Detroit is in preparation at the moment under the direction of the City Plan Commission. It seems that in the work of drafting such an ordinance a committee of architects could play an important part.

The Chapter as a group has shown little interest in the work or the plans of the Detroit Housing Commission. Perhaps it is too late to offer the services of the group in a purely unselfish enterprise, and in that case it is regrettable that an opportunity for valuable service has been lost, assuming of course that the Housing Commission might have welcomed the offer of assistance.

It seems advisable to sponsor, with the help of interested civic organizations, a plan of awards for designs for buildings which are now submitted to the Department of Buildings for the purpose of obtaining a building permit. Such a plan has been in operation in the city of Washington for some time, and the merit of such a system is quite apparent.

An increasing and energetic activity by our representatives on the Housing Committee and the Governmental Committee of the Detroit Board of Commerce is recommended, as is also the opportunity for constructive work in cooperation with the Civic Affairs Committee of the Engineering Society of Detroit.

A strong combination of effort in conjunction with the business men's associations, the realtors, the mortgage bankers and certain civic organizations would unquestionably result in greater recognition and increased appreciation of the value of the profession, to the extent that we are able to render services justifying their expectations. In this connection we must not overlook the important duty of concerted thought and action with the forward-looking elements of the building industry.

In our opinion the architectural profession should sponsor and foster the appointment of a Fine Arts Commission for the city, whose powers should be broad enough to encompass the community. In a city like Detroit, there is great need for such a body, and therein is a marvelous opportunity for the architect.

It may be that the greatest field for service is the work of collaborating with the City Plan Commission. Architects must interest themselves in the

broad questions of zoning, transportation, traffic, automobile-parking, commercial and industrial concentrations, congestion, etc., and they should become familiar with the details of such pressing problems as street widenings, elevated highways, grade separations, parks and boulevards, community centers, civic centers, housing and slum-clearance to the end that they may assist in finding the solutions. Heretofore, by seemingly common consent, the architects have left this to the engineers. If the profession is satisfied with the results, so be it.

An important activity not to be overlooked, is the work of addressing ourselves to the schools. Some effort has been made in this direction in the past, but it seems desirable to prepare a program in conjunction with the Educational Committee, which will convey to the youth of the city, the importance of architecture as a profession, and to stimulate interest in and encourage appreciation of the work of the architect.

This is merely the outline of an ambitious program of work for the profession as a group. It is a large assignment, rather staggering in its proportions, and the question is — who will do it? It may be that the Chapter will have to ask for assistance from the Michigan Society of Architects, and undoubtedly such help would be forthcoming. If there is the desire on the part of the profession to render such unselfish service towards a not altogether unselfish end, there will be the individuals and the means to accomplish it.

REPORT COMMITTEE ON RELATIONS with the CONSTRUCTION INDUSTRY

Committee:

Alvin E. Harley, Chairman.
Lancelot Sukert, LeRoy Lewis

The Committee has functioned whenever any assignments have been given it. One item presented was a hardware classification or specifications from the Carpenter Contractors Association of Detroit. This document was approved by the Chapter.

There have been several groups in this field in the past years but the only one to last for any length of time was the architects' and contractors' Joint Committee.

It seems that there is a need for a permanent joint organization such as the Detroit Building Congress referred to in the report on the Producers' Council. The nearest thing to it at the present is the Michigan Building Industry Banquet Committee which has done a splendid job of putting on an annual banquet for the architects and the industry. This Committee feels that the Chapter should pay tribute to this Banquet Committee for the very fine work of correlating the profession and the industry.

Respectfully submitted,

ALVIN E. HARLEY.

October 16, 1939

COMPETITIONS & EXHIBITIONS MALCOLM R. STIRTON, Chairman (Continued from last issue)

At the time of the Annual Convention of the Michigan Society of Architects in Detroit, a representative exhibition of the work of architects of Michigan was presented. A feature of considerable interest at the exhibition was the Traveling Exhibit of the Historic American Buildings Survey dealing with the State

of Michigan and sponsored by the J. L. Hudson Company.

The Detroit Chapter co-operated as individuals with the Michigan Society of Architects in this Exhibition and added its endorsement to their efforts. One of the items of interest at the Exhibition was the public distribution of copies of the Institute publication entitled, "The Value of An Architect."

The Committee was also able to co-operate with the Exhibition Committee of the Michigan Society of Architects at the time of the Conference of Building Officials of America with gratifying results. The theme of the exhibition centered on the importance of the Architect's Registration Law and the relation between the Architects and the Building Department Officials of America.

The Committee feels that such exhibitions with a definite, appropriate message are valuable and that the possibilities of minor supporting exhibitions may well be investigated in connection with events of allied significance.

As an example we suggest that at the time of the several talks scheduled at the Detroit Institute of Arts this season there should be an exhibit pertinent to the subject discussed located near at hand. This exhibit need not be elaborate but should be well done and as descriptive as possible of the activities of the architectural profession.

HUGHES APPOINTED TO NATIONAL COMMITTEE

Arthur K. Hyde, president of the Detroit Chapter of The American Institute of Architects, has just been notified by the board of directors of the national body that Talmage C. Hughes, Secretary of the Detroit Chapter, has been reelected a member of the Institute's Committee on Public Information for a period of three years and as vice-chairman for the year 1939-40.

This appointment comes as a recognition of Hughes' service to the Institute and his Chapter in publicizing the activities and work of the architectural profession.

In his new capacity, Hughes will work with William Orr Ludlow of Madison, New Jersey, chairman of his committee and James T. Grady of Columbia University, the Institute's Publicist.

"I am not going to be satisfied with proposals, speeches, words, however, and neither are you. I think our meeting took us up to the door and now we must carry through. God gave us the land, the sea, the winds, the ether, the national resources to use for the common good, for the benefit of mankind.

I believe the architect is God's favorite and He expected us to pick up where He left off. I think He feels terribly bad about the job we have done. The architect is supposed to be a dreamer, a man of vision, a man of great understanding. Where is the product of this great dreamer? I think we have had our noses too close to the paper to dream and because the architect does not have the courage to dream, the courage to lead, misery prevails and men are idle.

We are a chosen people with certain responsibilities and possibilities we can no longer evade, and this is what I propose: A Housing and Planning Conference that will bring out a definite line of action."

—E. D. PIERRE

ARCHITECTS' REPORTS

AGREE, CHAS. N.—Book Tower, Detroit
Prep. plans for 2 story bldg., United Hebrew Schools of Detroit, Lawton Ave.

Taking fig. on McKenzie Housing Corp.
Prep. plans for Commercial Block consisting of nine stores, a super station and two thousand seat theatre on the N.E. corner of McNichols Rd. and Myers Rd. for six Myers Corporation owners.

One story store bldg., Grand River and Archdale aves., M. H. Sobel, owner, taking fig. on masonry, steel & iron, plbg. Bids closed.

Prep. preliminary plans for a store and theatre bldg. on South Mich. Ave., Dearborn.

BENNETT & STRAIGHT—13526 Michigan Avenue —
Prep. plans for two-story Apt. Bldg. Schaeffer Rd.

BRANDT, CHRISTIAN W.—3408 Eaton Tower, Detroit
Prep. plans for res. in Huntington Woods for A. R. Brandt.

Store and service bldg. at Dearborn, Mich. for Western Auto Stores, 47x110, 1 sty. & basement.

GIFFELS & VALLET, Engineers,
Plans for Personnel Bldg., Reichhold Chem. Co. ready about Nov. 6.

HABERMAS, CARL, 415 Brainard.
Res. Grosse Pte. Shores 72'x30'. Taking fig.

KASURIN, JOHN, Hotel Park Ave., Detroit.
Prep. plans for store and apt. bldg. for Judge Polk, Brighton Mich. Plans will be ready latter part of this month.

KEYES, HUGH T.—747 Free Press Bldg.
Alt. to res., 372 Lakeland, Taking figs.

MERRITT & COLE, 1111 Collingwood.
Church, Brightmoor, Mich., Figures closed.

STAHL, JNO & CO., 820 Francis Palms Bldg.
Rev. plans—add. to factory bldg.—2 stores. Fig. (by invitation) Grace Presbyterian Church. Closed.
Plans for Res., Birmingham.

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COST ESTIMATING CENTER OPENS FOR BUILDING INDUSTRY

The Housing Information Center which opens Monday, October 16, in Suite 1229, 30 Rockefeller Plaza, New York City, makes available to accredited representatives of private industry the plans and specifications for low-rent housing projects throughout the United States and its territories. In the past it has been necessary for building and materials firms to purchase plans and specifications directly from local housing Authorities or to visit them in order to be able to estimate the feasibility of submitting bids. Establishment of the Housing Information Center now makes it possible conveniently and without cost for estimators and quantity surveyors to determine whether or not their companies should submit bids on housing projects.

By special arrangement with local housing Authorities these plans and specifications are filed in the Housing Information Center coincident with advertising of bids and immediately become available to accredited building company representatives.

Plans and specifications must be consulted at the Center and may not be removed. Because there is no charge for the use of these plans and because space is limited, appointments must be made in advance.

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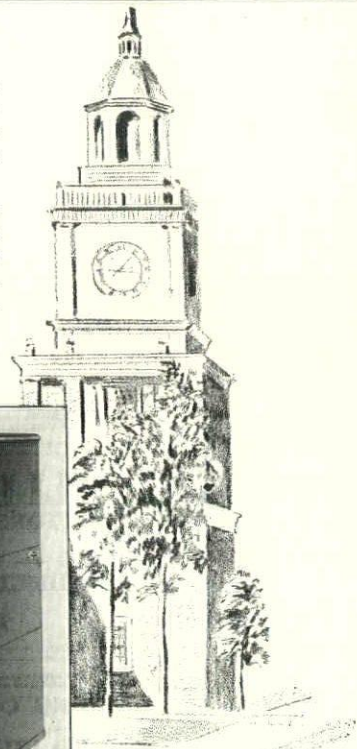
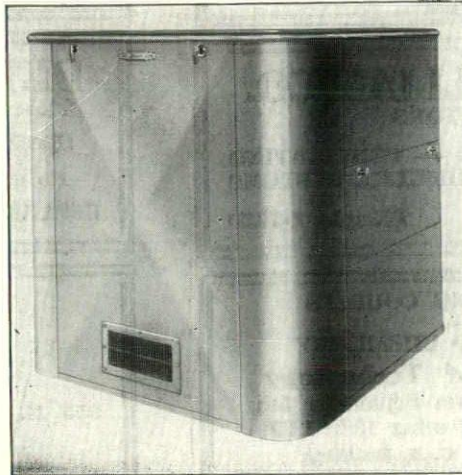
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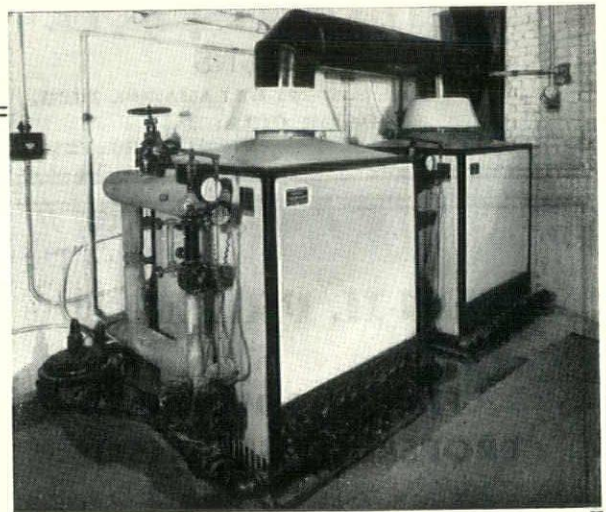
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